ELECTRICAL MERCHANDISING OCTOBER · 1954

McGRAW-HILL PUBLISHING CO., Inc.
PRICE SEVENTY-FIVE CENTS

FRAGILE

FRAGILE

IDDEL NO. SOOA

ANISTER CLEANES

Sall the

"UPSTAIRS" CLEANER

There's a wide open market of two-cleaner homes waiting if we sell present vacuum cleaner owners on an additional unit for the second floor FROM TOP TO BOTTOM ...

APEX Spiral Dasher Washers give you more salesmaking features than any other wringer washer!



There's an Apex Spiral Dasher Washer priced to fit every budget...ring up greater profits than ever before by selling these features...

- Apex-Lovell Automatic Safety Wringer—the only safe wringer!
- Patented Prescure Selector
- Push-Pull Pressure Release Bar
- Feather-Touch Positioning Control
- Large, Resilient, Lifetime Wringer Rolls
- Handy Rubber Hanger on Lid
- Lifetime Porcelain Enamel Tub Finish
- World's Largest Tub—22 gallons to full water line!

- "Washboard" Tub Sides, Rolled Splash-Proof Edges
- Exclusive Apex Illuminated Automatic Timer
- Fast-Action Pump
- Apex Heavy Duty Motor
- Self-Cleansing Bottom
- Patented Dome Base
- Free-Running Mechanism
- Sturdy, Attractive Full-Skirt Styling
- Large, Easy-to-Roll Locking Casters
- Full One-Year Warranty

PLUS the "most wanted" feature of all...the famous Apex Spiral Dasher with Jet Washing Action for better, faster, safer washing of all the family clothes, exclusive "Silk Line" for safe, economical cleansing of daintiest garments!





BE SURE TO GET FULL DETAILS ON THE COMPLETE PROFIT LINE OF SPIRAL DASHER WASHERS FROM YOUR APEX DISTRIBUTOR TODAY!

APEX HOUR-SAVING APPLIANCES THE APEX ELECTRICAL MANUFACTURING CO.















ELECTRICAL MERCHANDISING

A McGRAW-HILL PUBLICATION

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SAN FRANCISCO

LOS ANGELES

DALLAS

ATLANTA

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ELECTRICAL

THE "UPSTAIRS" CLEANER

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NEW WASHING PRINCIPLE is explained to TV star Betty Furness of Westinghouse STUDIO ONE and BEST OF BROADWAY. Westinghouse will tell millions how its engineers eliminated the old-fashioned agitator

and built the vanes right into the Laundromat washbasket. As tub turns, clothes are flushed, lifted, turned and tumbled 50 times a minute for cleaner, safer washing.

LAUNDROMAT NEW

Westinghouse gives laundry equipment dealers another big plus this Fall—brand-new de luxe Laundry Twins and the widely talked about NEW WAY TO WASH story. This sensational new sales story tells how Westinghouse eliminated need for the clumsy old agitator by building vanes right into the Laundromat washbasket. Result: a NEW WAY TO WASH. Clothes are washed cleaner, better.

The NEW WAY TO WASH—as modern as tomorrow—offers the retail salesman a sales story that's simple to demonstrate and is easily understood. It's getting more prospects and

more sales for dealers who sell the Westinghouse Laundromat Automatic Washer and its twin, the electric Clothes Dryer.

And, here's a natural: To help get old agitators out of circulation, Westinghouse is promoting a nationwide "Old Agitator Roundup" during October. It, too, will make Laundromat easier to sell than sell against. Any Westinghouse distributor will be glad to tell you how you can cash in on it and the Laundromat NEW WAY TO WASH.

WESTINGHOUSE ELECTRIC CORPORATION
Electric Appliance Division • Mansfield, Ohio

YOU CAN BE SURE ... IF IT'S Westinghouse









ROASTER OVEN







HT

ELECTRIC DISHWASHERS



IN...

with the Westinghouse Washer Story that's THE TALK OF THE TRADE...

WAY TO WASH!



/ FLUSH



LIFT



THEN



TUMBLE

50 Times a Minute . . . Washes Cleaner, Better

Secret of Laundromat's washing action is built-in vanes that FLUSH clothes through wash water, loosening all dirt—then LIFT them out of water. They drop onto the dome, TURN and TUMBLE back open into the wash water for another thorough flushing. This thorough, uniform cleaning action is repeated 50 times a minute! Clothes come out cleaner, whiter, brighter.



AMERICA'S FAVORITE



FOOD WASTI



EED ELECTRI



STEAM OR D



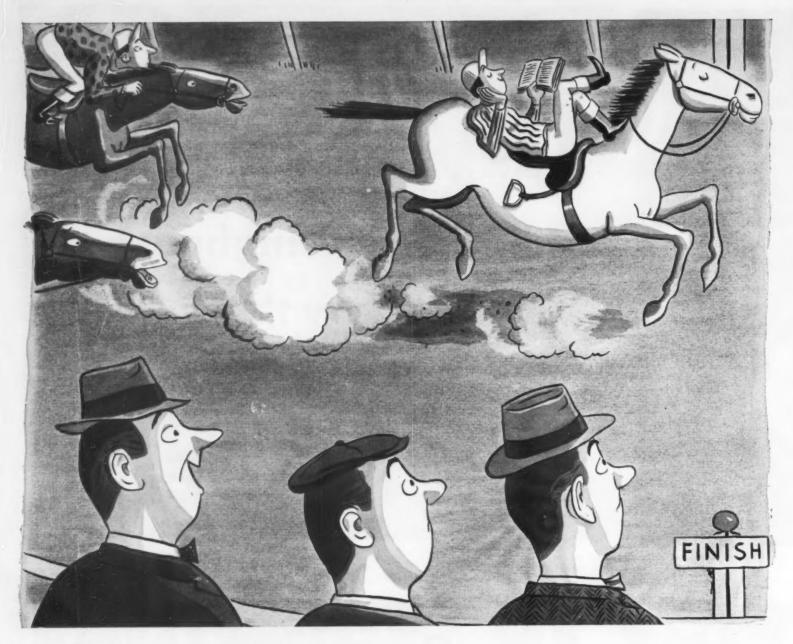
ROOM



ELECTRIC



DEHUMIDIFIER



"If you think that's good, wait until he rides a favorite!"

Jockey Jack reminds us of the appliance dealers who aren't in the vacuum cleaner business. They're making out O.K.-but they could do even better.

And we mean a lot better! Just look here. Last year gross profits in the cleaner business were \$106 million* on sales of \$267 million.* Some of that dough is rightfully theirs, because they're in the appliance business, and vacuum cleaners are appliances.

The best way to put yourself into that profit picture is the G-E way. Successful dealers everywhere tell us it's the most sensible plan in the industry. Here's why . . .

· G.E. has the fastest-selling cleaner on the

market-the 1954 model of the famous G-E

- · G.E.-and only G.E.-has the hottest attachment to hit the business in years-a 2-in-1 floor-and-rug tool!
- · G.E. has the best selling theme of any cleaner -"Reach-easy" cleaning-and women know it and want it!
- · G.E. has the biggest backlog of customers in the business thanks to the biggest television and magazine advertising campaign in cleaner
- · G.E. has a big cash and bonus contest for your customers that's bound to step up floor traffic. And what's more -

Source: Electrical Merchandising, 1954 Statistical Issue.

Progress Is Our Most Important Product

GENERAL & ELECTRIC



You can win an all expense paid Caribbean Cruise for you and your wife while you're making extra sales!



Yes sir! Twenty-four lucky dealers (you can be one of them) will sail with their wives aboard a luxury liner for 17 sun-filled, fun-filled days of travel and excite-

ment. Best of all—ALL EXPENSES PAID!

And that cruise is so easy to win. All you do is ... give 10 cleaner demonstrations . . . complete a special G-E Cleaner jingle . . . and you're in the running for a chance at this dream cruise.

All dealers who sign up to be Contest Head-quarters are eligible. The entry blanks are part of the Contest Headquarters Kit. If you haven't received your contest headquarters kit, get in touch with your local G-E distributor right away. General Electric Co., Small Appliance Division, Bridgeport 2, Connecticut.

Business Quick-Check	Latest Month	Preceding Month	Year Ago	THE SHO	
SALES, appliances, radio-TV (\$millions)	328	317	230	UP	3
DEBT consumers owe on appliradio-TV (\$millions)	262	259	260	BIGGER	7
FAILURES of applradio-TV dealers	36	39	23	FEWER	*
RETAIL SALES total (\$billions)	14.3	14.4	14.5	DOWN	×
DEPT. STORE sales index (1947-'49 = 100)	112	112	112	SAME	-
PERSONAL INCOME annual rate (\$billions)	286.5	286.5	288.2	SAME	-
LIVING COST index (1947-'49 = 100)	115.2	115.1	114.5	UP	1
SAVINGS of consumers, annual rate (\$billions)	19.7	21.8	19.6	DOWN	×
HOUSING starts (thousands)	112.0	120.0	96.7	DOWN	×
AUTO output (thousands)	436.7	441.5	517.5	DOWN	*
UNEMPLOYMENT (thousands)	3,245	3,346	1,240	BETTER	3

RENDS

(Sources, in order: Dept. of Commerce, FRB, Dun & Bradstreet, Dept. of Commerce, FRB, Dept. of Commerce, Bur. Labor Statistics, Council Econ. Advisors, BLS, Ward's Auto Reports, Census Bureau)

Cast a questioning eye on any reports you see about a master plan for fighting back at off list selling.

The extent of discounting is clearly outlined in the first of a series of articles run recently in Advertising Age. (The lead article in this issue of Electrical Merchandising is a condensation of the first article in that series.) In the final Advertising Age piece, the author, E. B. Weiss, goes on to point out that there are many ways of combatting such merchandising tactics but he stresses that no single weapon will work for every store or every category of merchandise.

That's why there's no simple, universal or quickly adaptable method of fighting back—regardless of what you may be reading in the months ahead.

One of the most talked about remedies at the moment is the use of private brands. The truth is that private brand merchandising places a heavy promotional (and selling) burden on the local merchant—and the appliance industry has been moving steadily in the opposite direction, toward pre-selling and simplifying the dealer's promotional work. Don't misunderstand: the local dealer is still a key factor in selling nationally advertised products. But he is not set up to assume the promotional burden now being carried out nationally by the manufacturer.

Two other remedies currently receiving considerable attention are more selective franchising and tougher supervision of distributors and dealers. These remedies don't have the inherent weaknesses of the private brand solution, but it's important to remember that their effectiveness is going to vary with individual manufacturers.

Still another remedy is not actually a remedy at all but a switching over to off-list merchandising by legitimate merchants. Department store price advertising and their new warehouse "outlets" are two symptoms of this trend. Watch also the actions of independent

dealers who publicize the fact that they're switching to discount operations or resorting to "super market" merchandising. Dealers contemplating such moves should remember this: every move in this direction tends to heighten public awareness of off-list shopping.

Indications right now are that you can't expect much government help in fighting back at discounters. It's possible that this might change, however, and there are two pieces of legislation sure to pop up next year in Congress which should provide a clue as to how far the government is willing to go in fighting price cutters. One is the bill to establish Fair Trade in the District of Columbia. The second is the auto bootlegging bill which was introduced in Congress this spring. Watch their progress closely.

We said it last month but it bears repeating: Color television is coming fast.

When you combine big screen color with good programming—as you will be able to do this fall—you're going to see public interest in color grow—and grow fast.

We are not saying that any great number of color sets will be produced and sold this fall. But enough sets will be turned out to let millions of Americans get a taste of big screen color. And, speaking from personal experience, color TV on a big screen is intriguing. It's going to revive talk about the availability of color and the price.

What about availability and price? We wrapped up the answers to those questions in our lead article on color last month but since that time two or three additional views have been expressed. Both come from executives whose firms are already showing big-screen color. Seymour Mintz, president of CBS-Columbia, told his distributors that the industry would build 30-40,000 sets this year, probably 250-300,000 next year and that by the end of 1960 the

(Continued on page 6)



In Chicago, it takes 2 to fill the bill

No single daily newspaper reaches even half your Chicago-area prospects. It takes Two. For greatest unduplicated coverage, one must be the...



REPRESENTED BY: SAWYER-FERGUSON-WALKER CO.,
LOS ANGELES, SAN FRANCISCO, PHILADELPHIA, DETROIT, ATLANTA
HAL WINTER CO., MIAMI BEACH

industry will have turned out somewhere between 30 and 40 million color sets. Replacements will then run at six million a year.

Talking price, RCA's General Sarnoff last month told an NBC convention that he "guessed" that the 21 inch color set retailing at \$500 is not far away, maybe only a year away from the time when the first 21-inch color sets hit quantity production.

The picture by year's end will shape up something like this:

- attractive color programs will be available each week

- almost every major set maker will have introduced or be making plans to introduce some version of big screen color

- the public will be more and more color conscious. This could once again affect black and white sales, which at this writing have recovered nicely from the original impact of color.

It's high time to begin giving serious thought to Christmas merchandising of electric housewares. In making your plans don't overlook the possibilities of good volume on one of the newest (Continued on page 8)

MANUFACTURERS' SA	LES	1954	1953	%
		(Units)		(Change)
AIR CONDITIONERS, Room	6 Mos.	1,063,000	782,066	+35.92
DEHUMIDIFIERS	July	8,634	9,368	- 7.84
	7 Mos.	66,542	62,485	+ 6.49
DISHWASHERS	July	16,860	11,576	+45.65
	7 Mos.	108,685	95,131	+14.25
DRYERS, CLOTHES	July	40,755	33,296	+22.40
	7 Mos.	334,725	296,497	+12.89
FOOD WASTE DISPOSERS	July	30,787	22,575	+36,38
	7 Mos.	210,743	175,219	+20.27
FREEZERS	July	61,145	66,712	- 8.34
	7 Mos.	413,714	569,185	-27.31
IRONERS	July	5,227	9,626	-45.70
	7 Mos.	50,035	108,607	-53.93
RADIOS, HOME	July	150,002	172,197	-12.89
	7 Mos.	1,463,273	2,231,815	-34.43
RADIOS, PORTABLE	July	39,447	78,434	-49.71
	7 Mos.	882,486	1,082,493	-18.48
RADIOS, AUTOMOBILE.	July	191,512	336,208	-43.04
	7 Mos.	2,272,405	3,415,549	-33.47
RADIOS, CLOCK	July	57,100	87,620	-34.83
	7 Mos.	706,456	1,211,144	-41.67
RANGES	July	80,017	80,145	15
	7 Mos.	668,181	781,127	-14.46
REFRIGERATORS	July	325,061	329,501	- 1.35
	7 Mos.	2,200,116	2,509,933	-12.34
TELEVISION	July	306,985	316,289	- 2.94
	7 Mos.	3,152,132	4,150,525	-24.05
VACUUM CLEANERS	July	193,607	159,446	+21.42
	7 Mos.	1,516,903	1,709,091	-11.27
WASHING MACHINES	July	242,863	228,268	+ 6.39
	7 Mos.		2,057,245	- 7.40
WATER HEATERS, Storage	July	51,603	49,996	+ 3.21
	7 Mos.	362,564	380,475	- 4.71

WASHERS, IRONERS, DRYERS—Membership of American Home Laundry Mfrs. Assn., VACUUM CLEANERS—Industry Estimate by Vacuum Cleaner Mfrs. Assn., RADIO & TELEVISION | Industry Production Estimate by Radio-Electronics-Television Mfrs. Assn., ALL OTHERS—NEMA Members, not Industry.

Pull in the kids for real Christmas volume ...with this new Hoover Cleaner

tor Kids

Today in appliances, as in many fields, the kid's the key to the retail sale! And Hoover goes all-out in an appeal to the youngsters -to make this your biggest cleaner Christmas!

Now you can offer this clever play Hoover free for the trade-in on any new Hoover-and at mighty low cost. Preliminary tests show you can increase your volume without sacrificing marginfor less than ordinary trade-in expense.

Here's a toy that will delight any little girl or boy-and parents will love it, too! It's an ideal Christmas gift for any mother and child. Youngsters play with it, and learn with it, for it lights as it hums as it runs—and really picks up dirt.

Call your Hoover District Manager now. Toy cleaners are available for the big fall selling season. Be sure to check your stock of other Hoover Christmas gifts, too.

THE HOOVER COMPANY, NORTH CANTON, OHIO

steam or dry iron with a stainless steel soleplate. Won't scratch, won't snag, won't stain, even miracle fabrics.



low-cost Hoover that beats, as it sweeps, as

it cleans. No bag to empty. Amazingly easy to use for all cleaning jobs.

ELECTRICAL MERCHANDISING-OCTOBER, 1954

ever built, ideal partner for your toy clear promotion. They look exactly alike. Triple-Action cleaning, of course.

PAGE 7

fast-growing market. Waxes and pol-ishes all hard-surface floors and furni-ture. Saves hours in any home.

pick a plastilux

bring more people in and increase appliance sales . . . the economical way!

Practically all major electrical manufacturers provide Plastilux® illuminated signs for their dealers . . . and pay part of the cost. Dealers by the thousands have told us: "When our Plastilux® sign went up, our sales went way up, too!"

Brighten your storefront and dominate your neighborhood with a sales beacon that's visible night and day. Patented features assure long life and make Plastilux® easier to clean, less trouble to maintain.



TRENDS continued

TELEVISION

products in the field—the automatic electric frying pan. Marketing experts are enthusiastic over the potential for this new product, which made its bow during the January Housewares Show last winter and which was added to many lines during the summer. At least one more major producer has one of these products in the final planning stages and will market it soon. The experts like the multiple uses to which the fryers can be put (including use as chafing dishes) and many think the new product has a much more significant potential market than some other electric housewares which have occupied a lot of the industry's attention in recent years.

A highly significant ruling on Fair Trade may be in the making as a result of action taken against discounters operating mail order firms out of the District of Columbia. Both Sunbeam and General Electric have filed such suits, aimed at plugging what has appeared to many to be an important loophole in the Fair Trade structure. The discounters, stopped from cutting prices in Fair Trade states, have set up mail order operations in the District of Columbia where no Fair Trade law exists. In a Sunbeam action against Master's, a U.S. District Court judge commented recently that if the store had actually opened a mail order operation to circumvent a New York injunction the store would be in contempt of court. A special master has been appointed to determine the question.

MANUFACTURERS' SALES

Electric Housewares—NEMA Members Only—Not Industry		1954 (Units)	1953 (Units)	% Change	
BED COVERINGS	July	60,894	102,510	-40.60	
	7 Mos.	223,889	350,584	-36.14	
BLENDERS	July	13,397	23,624	-43.29	
	7 Mos.	111,958	117,196	- 4.47	
COFFEE MAKERS	July	182,922	227,277	-19.52	
	7 Mos.	1,387,472	1,572,160	-11.75	
CORN POPPERS	July	26,814	n.a.		
	7 Mos.	151,076	n.a.		
DEEP FAT FRYERS	July	22,888	36,696	-37.63	
	7 Mos.	165,730	182,076	- 8.98	
HEATERS, PORTABLE:					
Convector and Radiant	July	5,312	10,018	-46.98	
	7 Mos.	14,409	27,348	-47.31	
Fan-Forced & Fan-Heaters	July	40,057	59,771	-32.98	
	7 Mos.	118,665	164,231	-27.75	
Total Heaters	July	45,369	69,789	-34.99	
	7 Mos.	133,074	191,579	-30.54	
HEATING PADS	July	202,777	307,864	-34.13	
IRONS:	7 Mos.	678,276	800,966	-15.32	
	July	59,597	36,864	+61.67	
Traveler	7 Mos.	166,570		-20.10	
Standard, Automatic	July	227,045	139,992	+62.18	
Standard, Adiomanic	7 Mos.		1,088,772	-34.64	
Steam & Steam Attachments	July	336,495	142.540	+136.07	
	7 Mos.	,	1,856,217	-19.58	
Non-Automatic	July	5,739		-44.80	
	7 Mos.	34,000		-36.12	
Total Irons		628,876		+90.69	
	7 Mos.		3,206,683	-25.00	
HOTPLATES—DISC STOVES	July	28,136	42,137	-33.23	
	7 Mos.	188,950		-36.09	
TOASTERS:		,			
Automatic	July	209,360			
	7 Mos.	819,351			
Non-Automatic	July	14,495		-47.55	
	7 Mos.	106,571	156,754	-32.01	
Total Toasters	July	223,855		- 4.47	
	7 Mos.	The state of the state of	1,160,206	-20.19	

Revolutionary Development Obsoletes Ordinary Gas Range Ignition Systems

Magic-Lite, the greatest advancement in gas range cooking since the oven heat regulator, has just been unveiled by Magic Chef, Inc. The new revolutionary automatic ignition system has met with immediate enthusiastic acceptance and is generally considered as the system that makes all other ordinary pilots obsolete. Magic-Lite uses 75% less BTU's than ordinary pilot lights.

In addition to the matchless, low BTU top burner pilots, Magic-Lite includes these same exclusive benefits in the ovenand broiler pilots.

Magic-Lite top burner ignition system is available also on non-fully automatic ranges.

PLEA FOR COOLER RANGES ANSWERED

Magic-Lite, the matchless, automatic ignition system recently developed by Magic Chef, Inc., is being proclaimed "the greatest single contribution to cooler cooking with gas."

It is estimated that Magic-Lite will keep more than 1,000,000 BTU's of unnecessary heat out of America's homemakers' kitchens within the next year. With this new achievement, gas consumption is 50 BTU per pilot for ordinary top burner pilots. This means considerably less wasted heat is liberated into the kitchen, plus the additional economical advantage of reducing cost of operating top pilots at least 75%. For the first time, range tops of Magic-Lite ranges will be substantially cooler to touch when the top burners are not in use.

Designed and perfected in the Magic Chef research laboratories in St. Louis, the construction of the new Magic-Lite top burner pilot is considered to be the key to its efficiency. A single strand of Nichrome wire coil, thinner than a common straight pin, is shaped in a single loop over the almost invisible tiny bead of flame. This unique wire acts as a stabilizer to the small flame and keeps it constant, ready to ignite the burners at the twist of the burner knob.

MAGIC-LITE CALLED EASY TO DEMONSTRATE, EASY TO SELL

First reaction from dealers and salesmen to the sales potential of the new Magic Chef cool ignition system is reported enthusiastic. The immediate reaction is that Magic-Lite is a feature that can do a real selling job on the dealer's floor, since it is a feature that can be visually and dramatically demonstrated.

One of the many possible devices the salesman can employ is to touch the range surface area directly over the Magic-Lite pilot with his hand and suggest to the customer that she do the same. This effectively tells the "75% cooler" story of Magic-Lite to the customer, since ordinary gas ranges have a "hot spot" over the pilot.

To capitalize on this attentiongetting demonstration, a specially designed range background display piece has been created. Long arms extend from the display and point to the two range surface area over the Magic-Lite pilots.

To launch the announcement campaign of revolutionary Magic-Lite, the Advertising and Promotion Manager of Magic Chef, Inc. has announced an impact, saturation campaign to the trade. Two-color, full page ads will appear in the October and November issues of five leading trade magazines in the field.



(Advertisement)



with its powerful new selling theme



"Look Inside"—That's Easy's new selling theme going to 1 out of every 2 families in the U. S. *right now* during your best selling season.

We're inviting your customers to come in and see the "proof of performance" demonstration that proves once and for all that Easy washes clothes really cleaner, brighter and more gently.

Spiralator Washing Action
—An exclusive Easy feature that travels clothes in
a one-way spiral path. This
unique roll-over action



convinces anyone that here is the Automatic washer they want! (And you have over 2,000,000 users to back up this story.)



Master Mind Dial—Another most wanted feature! One simple dial gives you 2 separate completely automatic washing cycles...one for

Regular fabrics, the other for Fine fabrics.

Better GO with 17151

HIGH GEAR INSIDE

IN OCTOBER YOUR CUSTOMERS WILL SEE EASY IN















The Nation's top national magazines are carrying the Easy Automatic story to consumers with "buy" on their mind. Full page ads in ALL of these during October urge your customers to come into YOUR store to see Easy.

Make it pay off for YOU!



Powerful
Point-of-Sale
TIE-INS

All new lighted action display that does double-duty selling for either the Spindrier or Automatic. New colorful window banners and special product stickers hammer home the "Look Inside" selling theme.

★DEMONSTRATE INDUSTRY'S #1 FEATURE

That's Easy's Spiralator action. Use this tried-and-true "superior washability" story to close Easy sales.

★ GO ALONG WITH EASY'S NEWSPAPER POWERHOUSE

Easy's second-to-none newspaper activity is solidly behind this Fall sales drive. That means more local support, more local impact. Make it work for you!

*ASK FOR EASY'S NEWEST REFRESHER TRAINING

It's a "quickie" that hits the highlights . . . with your salesmen receiving an award for participating! Line up a session!

GET EASY'S LATEST PROMOTIONAL IDEAS NOW!

because 44-51 is going places!

Beller Homes A Beller Homes A Garden Libil

Duncan Hines says:

"This is the first appliance to bear my name. I am proud of it for it puts into operation a principle of good coffeemaking that I have long advocated — that is, that you should brew out only the goodness of the coffee and not boil out the acrid oils."

REVOLUTIONARY NEW

Automatic Drip Coffeemaker

The hottest name in coffeemakers now advertised in the strongest possible combination of shelter and class magazines.

BETTER HOMES & GARDENS and AMERICAN HOME — with a combined circulation of 7,000,000 — these two publications guide the living and buying habits of the American family.

HOUSE BEAUTIFUL and HOUSE & GARDEN — The magazines of gracious living and luxurious homemaking that mold the taste of America's top 10% — the homemakers who can afford what they want and set the pace for their neighbors.

NEW YORKER and HOLIDAY — The two leading class magazines — going into the prestige market — followed by the people who lead their community in taste and living patterns.

The Duncan Hines Automatic Coffeemaker is the only one of its kind — 10-cup capacity that brews coffee the drip method — WITHOUT BOILING.

In just two months' time in Minneapolis, its first market, the Duncan Hines Coffeemaker was number two in sales.

Be sure to stock this new Coffeemaker — your customers will want it.





automatic coffeemaker

JET-O-MAT INC. . 2900 EMERSON AVENUE SOUTH . MINNEAPOLIS 8, MINNESOTA

The National Appliance-Radio-TV Picture

Reports of Business from ELECTRICAL MERCHANDISING's Regional Editors-October, 1954

The East



By ROBERT W. ARMSTRONG

Refrigerators have a spotty month, but washers and TV promise a bright fall . . . Dept. stores take a new tack

PRESUMABLY refrigerators have had their big selling season. June, July and August are, traditionally, the volume months and pretty much determine the year's success. But eastern dealers had mixed experiences in the last of the three big months.

the last of the three big months.

Down in Washington, D. C., for example, sales picked up. Three dealers reported ten to 25 percent increases over July. In upstate New York, the Buffalo area, the picture was much the same. One dealer even went so far as to say, "August business picked up steadily compared with July. We noticed it especially in refrigeration." And another dealer reported, "Refigerators made the best showing during the month."

But any unanimity ends right there. In the Boston territory, three out of four dealers suffered a decline. One of them offered this paradox: doing good, solid business on rebuilt refrigerators, but finding new refrigerator sales 25 percent off from 1953. Another said, "Refrigerators are almost as big a disappointment as air conditioners. The former are 25 to 30 percent below last year; the latter are a complete washout."

One New York City area dealer who reported a refrigerator pickup (five percent over July, 10 percent over last year) credited it to a generous trade-in allowance which reduced his

And in Philadelphia a dealer who accomplished the remarkable with a good season on air conditioners ("More sales at list than the discount houses made at cut prices") reported that refrigerator sales were the big

disappointment of the year. Two out of three New Jersey merchants had sad reports. One of them found his sales were off even though he'd actually doubled volume on one brand. The one report from New Jersey of a refrigerator sales increase came from a dealer whose overall business was off 10 percent and who glumly admitted to being stuck with a left-over air conditioner inventory of 14 units.

More Starch in Laundry Sales. If there was any pattern to the refrigeration picture it wasn't easily discernible, but laundry equipment, particularly automatic washers, continued to sell well generally throughout the East. In Washington, for example, one store reported August washer sales as better than the previous three months put together and others attributed a pickup in dryer sales to the fact that installation costs could be financed along with the purchase price. A New Englander found his slump in refrigerators partly compen-sated by washer and electric range sales. Where dryer sales were good, so were washers—as in the case of four New Jersey dealers. Two of them found both products up, two claimed they were off. But it didn't neces-sarily follow that good washer sales meant strong volume in dryers-as, for example, the Philadelphia retailer who attributed the bulk of an August pickup to TV and washers but reported that dryers "were tra-ditionally slow." Another dealer, this one in upper New York, enjoyed a better August than July still a little behind August, 1953) because of upswings in refrigeration, ranges and washers. But for him, too, dryers were slow and so were freezers.

TV on the Mark. With the fall selling season for television just around summer's corner, some eastern dealers began to feel improved sales. A Philadelphian, reporting a better August than in 1953, found TV "moving right along" and confidently looks forward to a "tremendous" last quarter. His reasons: "It's been a good summer and with prices coming down a bit, this should be a good stimulus to last quarter business. TV should be especially good." Another retailer in the same city had an overall increase in August and he attributed it to washers and TV.

Up in Boston a merchant called TV sales exceptionally good in August and said bluntly that "enough advertising, attractive models and comparable prices will sell TV sets now. At least, that's our experience." In fact, no Boston dealer was pessimistic about TV and one dealer who called the TV race a tough one added

that "this should be a good season for two reasons: Many people are about ready for new sets and there is a definite trend toward second sets." Six Buffalo dealers, benefitting from the opening of a new channel, all reported August increases and one called it "our best TV month of the year." Even highly saturated Boston reported a 60 percent gain in the latest available monthly survey and estimated total sets in use in the area at 1,198,860. And in Washington, D. C., most concerns could say that August TV sales represented increases over July.

Double Standard. The fact that for many castern dealers August sales were, in general, better than in July didn't do much to cure the industry's big price-cutting headache. And by early September it became apparent that some of the big department stores had had enough of honorably standing by while discounters stole their business. Now they were beginning to fight back—and in the only way they could fight, by meeting fire with fire. In the New York area, for example, there was the warehouse

sale, more loudly pushed and with lower prices than ever before. And in Washington the department stores are reportedly talking about inaugurating a "double standard" on prices. Full-list customers would get all the store's regular services—warranty, service, credit, installation, etc. Consumers who want a discount could get it, but they'd have to pay cash and were forced to take the item away with them.

In other parts of the country (see The Midwest on this page) department stores were already taking even more open action against their discounting competitors.

Discount Solution. Maybe this price-cutting fever will burn itself out. When everybody cuts price then there won't be any incentive for consumers to shop around and the stores which now depend on big volume in order to make a profit will have to start offering special services in order to get customers. And that will cost money. And prices will go up. And a new cycle of "legitimate" retailing will start.

Maybe.

The Midwest



By TOM F. BLACKBURN

Two jolts in air conditioning
. . . New deal asked for
straight appliance store . . .
"Try it out in our store" . . .
Dept. stores fight back

TWO signs on the room cooler horizon should give pause to those in the business of retailing them. Down in Oklahoma a customer whose house caught fire through a room cooler plugged in to bad wiring sued the retailer. The trade is watching to see if he wins, and distributors are

warning dealers to put a disclaimer in their sales contract specifically stating that it is up to the customer to see that his wiring is adequate.

Second warning is an order by Chicago inspectors that the center of gravity of a room cooler must be inside the house. In the fashion to have air conditioners that do not interfere with the curtains, they have been thrust farther and farther out the window, supported of course, by brackets. A high wind, loosened brackets and a room cooler crashing down 13 stories into the street can also be the cause of a pretty suit, particularly if the customer has paid for installation.

Special Consideration Asked. The comment of Shelley Abramson, general sales manager of the Bensinger Outfitting Co., Louisville, that the dealer carrying an abundance of inventory deserves special consideration, wins a hearty amen from a downtown Omaha retailer, Sol Lewis. Omaha, he says, is the center of discounting in the Middle West and the going is tougher there than any place within a thousand miles. These stores have to meet competitive prices from stores that carry no stock to speak of. The exclusive appliance stores are dwindling in number in Omaha and certainly deserve consideration in the price structure to keep them in the picture. These downtown stores are the manufacturer's show

(Continued on page 16)

EUREKA'S SENSATIONAL FALL MERCHANDISING

Big Color Ads in Top Magazines! plus Two "Sure-Thing" Promotions

THIS WEEK ONLY... to introduce the most spectacular vacuum cleaner of all time!

Sensational years-ahead Now Bear

Tested ... Proved Sales-Makers for **Dealers Everywhere!**

Hotter than hot, this Eureka Roto-Matic at \$69.95, with FREE \$19.95 Hassock Chest!

And at \$69.95 after \$20.00 And at \$69,99 after \$20.00 trade-in, this superb Eureka Automatic Upright \$-250-A is a gold mine for you, a terrific buy for your customers!

These promotion ads workthey've already produced fantastic store wrap-up sales for dealers who ran them this summer. And they'll work for you, too!

ALL that's modern in ONE cleaner...
and you save \$20 to \$30

FREE

20% Mars

See "live" demonstration at our store at once, or PHONE (Insert Phone No.) FOR IO-DAY HOME TRIAL! DEALER'S NAME and address

Only 6 high PHONE

2000





APPLIANCE-RADIO-TV PICTURE

-CONTINUED FROM PAGE 13-

windows, he says, and if they are forced to diversify, appliance makers will suffer a retailing setback. Latest licking he took, this dealer said, was in buying a carload of room conditioners out of season, early in the spring, and then found that during hot weather other stores were getting them at lower prices than he paid, in half dozen lots.

\$1 Extra for Antenna. A dollar extra with the sale of a television set gave the customer an outside antenna installation, in a unique Dollar Day promotion put on recently by Zimmerman's Service Inc., Elkhart, Ind.

Sales Statistics. C. M. (Milt) Baldwin of the Minnesota Power & Light Co. says dealers reporting on sales for the first half of 1954 enjoyed advances on ranges, freezers, certified lighting, bed covers, automatic washers, conventional washers, ironing machines, clothes dryers, and vacuum cleaners, suffered declines on water heaters, refrigerators, dishwashers, food waste disposers, and stokers and oil burners.

The Kansas Gas & Electric Company reports sales increases for six months of 1954, compared to 1953, on unit room coolers, ranges, automatic washers, television and water pumps. Television was up 265.2 percent.

The old theory, that the weather has

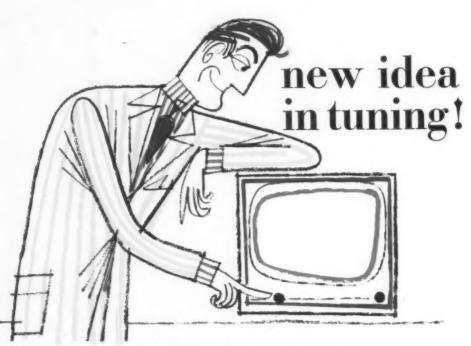
a big influence on sales and advertising campaigns is not entirely borne out by what has been happening in Dallas, Texas, one of the hottest towns in the country. You would think that the blazing month of July would see a lot more cool electric ranges sold than January, yet the Dallas Power & Light Company's report indicates that only 411 were moved compared to 330 in January. Washing is hot work, yet only 308 families bought conventional washers against 230 in January. It must be admitted however, that 1,620 bought automatic washers compared to 1,084 in January. Dallas being a sunny place, the decline in dryer sales to 154 against 1,084 in January is logical. against 1,084 in January is logical. Food freezers saw a healthy increase from 141 in January to 341 in July. Attic fans jumped from 242 in January to 1,280 in July, and room coolers soared from 1,422 in January to 8,338 (Continued on page 28)



"I'M SORRY . . . I CAN'T FIX THAT
KIND OF INTERFERENCE."

From CBS-Columbia (where new ideas keep popping u) comes a different kind of TV set...

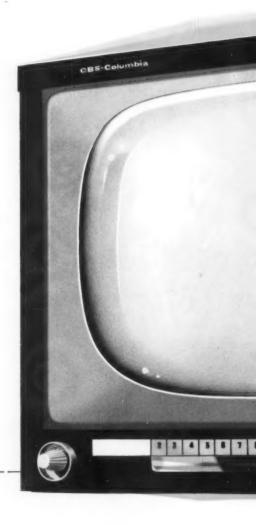
first new idea in TV NEW CBS-COLUMBIA

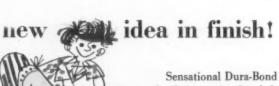


Sweep Tuning* is the quickest, handiest, most sight-saving station selector ever developed. No bending down.

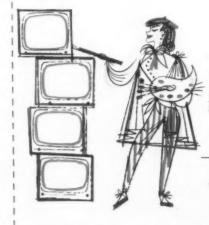
No reaching around. No slippery little knobs with squinty little numbers. Dial is king-sized and right in front. Just sweep the Sweep Tuner to the big, clear channel number and let it snap into place. There's your program—sharp and clear—locked in tune for good!

PAT. APP. FOR





finish is pressure-bonded
to the cabinet by a
brand-new process.
Can't chip, crack, peel,
stain or scratch.
Never needs waxing or
polishing. Washes clean
with soap and water—
stays fresh for years.



new idea in colors!

The trend is to color in home decoration -and here's the set that blends with the trend! Four decorator colors, each with smartly contrasting trim, give the lady of the house a wide choice to fit in with her pet decorating ideas.



WITH SWEE

V sets since color! A CENTURY MODELS





new idea in price!

Price appeal is another one of the real attractions of the sensational Century models.

Only \$135 list for the 17-inch Table Model, and \$165 for the 21-inch Table Model, including Federal Tax and warranty—prime reasons why we're sure the Century models will create 300,000 new customers!

new idea in performance!

The Century is a giant in performance.

It outplays sets twice its size and price
not just in "ideal" locations, but in
fringe areas, too! Compare it feature
for feature, picture for picture,
value for value, with any set in your
store. CBS-Columbia engineering
makes the difference that sells!

new "put-anywhere" size!

CBS-Columbia's new vertical chassis saves many inches of space and pounds of weight.

Here's a set so compact it fits nearly any space in the room and can easily be moved from room to room.

EP TUNING

the CBS-Columbia Century Models with Sweep Tuning

designed to create 300,000 new TV customers!

So right in price ... needs so little
space ... has so many tempting features ...
it's irresistible as a "second set"...
and crashes through the sales
resistance of the "no-set" family!

Get growing with CBS-Columbia. Contact your distributor now and find out how you, too, can enjoy bigger volume with...

another new idea from CBS-Columbia

A Division of the Columbia Broadcasting System

COAST-to-COAST DEALERS SELL MORE

NOMA

THAN ANY OTHER BRAND!

Why? NOMA has the name! People know it —and prefer it—over any other brand by 25 to 1.



No. 3415 SF-15-light multiple indoor outfit.



NOMA LITES INC., 55 West 13th Street, New York 11, N. Y.



She's exacting. She must be sure that her automatic laundry equipment will get her clothes cleaner in the least amount of time, with a minimum of effort, and with trouble-free performance. The Automatic Washer and Dryer she buys must offer her features that assure her of this constant dependability. She's a made-to-order customer for the Hotpoint Launduet.

The Hotpoint Automatic Washer with the exclusive WOND-R-DIAL lets her wash her way—automatically. A single dial controls the entire washing action—water temperature, washing time and washing method. Two separate washing cycles are provided for thorough washing of everything from dacrons to denims—using less hot water than any other automatic washer.

The Hotpoint Automatic Electric Dryer requires no expensive venting because heat,

Hotpoint Changes your viewpoint ... automatically

a Hotpoint LAUNDUET



lint and moisture are sealed inside the Dryer and discharged down the drain. No dust is drawn in to soil freshly-washed clothes. Calrod® Heating Units are hermetically glass-sealed for years of dependable service. Precision controls insure safe drying of all fabrics. Installation is very simple.

The Hotpoint Launduet, with its incomparable beauty, has been selected by the Society of Industrial Designers for exhibition at the 10th Annual Triennale Fair in Milan, Italy. Two of only three major electric appliances included in this internationally famous display will be the Hotpoint Automatic Washer and Dryer. Have your Hotpoint distributor show you why discriminating owners of the Hotpoint Launduet are proud to say, "I own a Hotpoint!" That's why your selling job is easier.

These Are the Features Buyers Want in Automatic Washers

- Fluorescent-lighted
 Back Panel
- Single WOND-R-DIAL Control
- Two Separate Cycles For Regular or Delicate Fabrics
- Exclusive THRIFTIVATOR
 Washing Action
- Triple Rinsing with Overflow Rinse

These Features Buyers Ask for in Automatic Dryers

- Fluorescent-lighted
 Back Panel
- Sealed Drying Chamber Eliminates Lint, Moisture and Venting
- Hermetically-sealed Calrod®
 Heating Units
- Positive Temperature
 Controls
- Takes in No Cold Air
 or Dust From Floor



RANGES . REFRIGERATORS . DISHWASHERS . DISPOSALLS® . WATER HEATERS . FOOD FREEZERS . AUTOMATIC WASHERS . CLOTHES DRYERS . AIR CONDITIONERS . DEHUMIDIFIERS . CABINETS

HOTPOINT CO. (A Division of General Electric Company) 5600 West Taylor Street, Chicago 44, Illinois

Here's a sure-fire way to sell Electric Ranges!



CAN YOU MAKE THESE DEMONSTRATIONS?

 Put A Stop-Watch On The Speed of The Surface Element



Cold To Full Heat—Red Hot In 26 Seconds

 Light A Match On The Element



 Demonstrate Speed— Match Will Ignite In 10 Seconds

 Melt Butter Instantly In Frying Pan



Demonstrate Short
 Order Cooking—Butter
 Starts To Melt In 14
 Seconds

 Set The Knob At Any And Every Position



 Demonstrate Infinite Control—Even Heat At Any Level, Any Setting

YOU CAN MAKE THESE DEMONSTRATIONS ... AND MAKE MORE SALES!

If The Line Of Ranges You Carry Is Equipped
With Proctor's Model 504 Electric Switch

That's Unequalled for SPEED—for Infinite CONTROL—And for CUSTOMER ENTHUSIASM

Tell Your Manufacturer How Important This Selling Feature Is To You. He'll Listen!



APPLIANCE NAME YOU CAN TRUST



Equipment Division
PROCTOR ELECTRIC CO.
3rd Street and Hunting Park Ave.
Philadelphia 40, Pa.

THE NATIONAL APPLIANCE-RADIO-TV PICTURE

-CONTINUED FROM PAGE 16

in June. July is a month when aging refrigerators let go, so 1,852 were sold then, compared to 1,567 in January. Despite outdoor weather, television sales jumped from 2,140 in January to 2,283 in June.

Who Pays for Red Book? One of the beefs of appliance dealers has been the expense of paying for too many classifications in the Red Book telephone directory. The fact that Magnavox now is paying for listings in classified directories may be the beginning of a new trend.

Try It in the Store. Up in Manchester, New Hampshire, before the war the utility offered to let women come in and cook on demonstration ranges, charging them 25¢ for the privilege. Idea was to get them to try out the range without making an investment, so they could discover how well they would like it. Harry Alter Company in Chicago is now promoting among its dealers this "Try it out in our store" theme. Their Chicago dealers are encouraged to invite women to come in and do their laundry in the store's demonstration Bendix, or bake cookies on a Crosley electric range. With half a million women in Chicago working wives, this should result in quite a few people getting acquainted with these time saving devices.

More Ads on Automatics. In Chicago, newspapers pay a common denominator, the Advertising Checking Bureau, to tot up space run on various products in the newspapers. Most recent report covering the first half of 1954 shows that automatic washer advertising rose from 442,533 inches for the first six months of 1953 to 552,429 on dealer advertisements. Standard washing machine advertising dropped. Dealer and national advertising on clothes dryers rose to 125,586 inches compared with 118,425 inches for the preceding year's period. Refrigerator advertising declined about 10% but still was big stuff with 1,244,765 inches for 1954 up to July 1. Freezer advertising dropped from 296,070 last year to 170,243 this year. Electric ranges decreased from 219,128 inches last year to 207,380 inches in 1954.

Department Stores Show Fight. For a long time department stores have stood back and watched discount houses cut the ground from under them. This fall two department stores in St. Louis have joined the procession. Famous-Barr in its advertising has said, "No undercover deals at Famous. Shop the town and report any prices lower than those found here." Scruggs-Vandervoort-Barney advertise, "We will not knowingly be undersold."

not knowingly be undersold."

The warehouse sale, which has proven so popular in Chicago, when launched by Carson Pirie Scott has been copied by Mandel's, Sears and Marshall Field & Co. The idea worked in attracting crowds.

The South



By AMASA B. WINDHAM

Refrigerator sales continue on upgrade... Laundry items good except in Southwest. . . Television keeps steady pace

I T was one of the toughest summers on record and the average southern appliance dealer staggered into September with a grin on his face as much as to say, "Look, Ma, I made it!"

The record drought, the burned-up crops, the 110-degree weather and the buying resistance was a thing of the past and as of Labor Day, indications were that fall business should be good—maybe better than last year.

For one thing, refrigerator sales are continuing upward. Dealers in Charlotte, Miami, New Orleans, Birmingham and Atlanta all reported that the increase which started in refrigerator sales around the middle of July was continuing at a highly satisfactory pace as of the first week in September. And they obviously were pretty happy about it.

"You can't discount the signifi-

"You can't discount the significance of increased refrigerator sales," a veteran observer in Atlanta pointed out. "It's the bellwether appliance. When refrigerators move, everything

moves.'

His statement gets backing from Memphis. Refrigerator sales in Memphis have always proved to be a good indicator of the trend of business in the South. Two veteran dealers in that city report better sales than in the spring months and one definitely declares "refrigerator sales are going to be good this fall right on up to Christmas." A contact in Charlotte also concurred in this viewpoint.

Air-Conditioning At Peak. Air-conditioning sales reached their peak in late August. Many dealers who had sold one unit to a household were calling back on the customer to sell a second or third unit and the practice seemed to be paying off.

A dealer in Beaumont, Texas, who

(Continued on page 36)



G-E motors put <u>sales</u> p<u>ower</u> into the appliances you sell

... displaying this tag puts that power to work

Today, many manufacturers are adding both quality and sales power to their window fans, air conditioners, ventilating fans, and similar products by powering them with General Electric shaded-pole motors. The compact closet furnace above, for example, is equipped with a G-E blower motor designed to run quietly and reliably . . . day after day . . . for years.

Your customers know that "G.E." stands for quality . . . and they are continually being "pre-sold" on G-E motors. When the products you sell are equipped with G-E shaded-pole motors, you can cash in on this buyer preference by displaying this tag which tells your customers that you take pride in the quality of the products you sell.

Specify "Equipped with G-E motors" on your next order and ask your equipment manufacturer for these tags... for the added sales power that moves good appliances faster. General Electric Co., Schenectady 5, N. Y.

Progress Is Our Most Important Product

GENERAL (ELECTRIC



HERE IT IS! the newest thing in kitchens by Capital The newest thing in KITCHENS More features than ever before in this all-new Capitol Steel Kitchen! Choose from twelve House & Garden colors, including six new "Color-flecked" finishes. New rounded contour design includes extra quality features like self-closing drawers, self-aligning doors, "sit-dosing sinks, choice of handles and countertops. New specialty cabinets provide for down" sinks, choice of handles and countertops. New specialty cabinets provide for built-in ovens, countertop ranges, mixers and fans. They're the neuest thing in kitchens built-in ovens, countertop ranges, mixers and fans. They're the neuest thing in kitchens with your Capitol dealer now. Send 106 for portfolio describing above kitchen, with floor plon, shatches, first all furnishings, cabinet features, dimensions and occasionies. Write Capital Ritchens, Rosella 2, N. J. "GABINETS OF STEEL FOR LASTING APPEAL." The first ad in a new promotion . . . in full color! in House & Garden for October! The kind of "show 'em and

sell 'em' advertising that will make consistent profits for every Capitol dealer! . . . and sell homes for builders!

TES the newest thing in kitchens is Capitol Kitchens' completely new line of steel kitchen cabinets

NEW COLOR! Capitol joins forces with the famous House & Garden color program to bring you twelve Capitol colors plus white, perfectly coordinated with all the quality home furnishings and accessories already offered in House & Garden colors.

NEW FINISH! Six of Capitol's new colors are in the remarkable "Color-flecked" finish, a variegated, multicolor effect of unique beauty... and so durable it can actually be scoured without marring!

NEW DESIGN! Capitol kept only its traditional quality all-welded construction, then restyled from top to bottom. The result is a modern, functional, rounded-contour design that incorporates such features as:

Self-closing drawers on silent nylon rollers. Self-aligning hinges. Choice of four handle finishes. Fully insulated door and drawer fronts. Recessed "sit-down" sink fronts . . . and many others.

Feature cabinets include popular built-in oven and countertop range cabinets, mixer cabinets, fan cabinets and roto-base corner cabinets.

NEW PROMOTION! The full-color ad shown at left is the kickoff of Capitol's new promotional series. New literature, new ad mats, new point of sale material round out the program . . . most comprehensive in Capitol history.

NEW SALES OPPORTUNITIES! It all adds up to big new moneymaking possibilities for the dealers and builders who sell and use the all-new Capitol Kitchens.

Write for full details today! A few dealer and distributor franchises are still open!



DIVISION OF HUBENY BROTHERS, INC.

608 East First Ave. Roselle, N. J.

"CABINETS OF STEEL FOR LASTING APPEAL"

CAPITOL KITCH division of Hubery	
608 East First Ave.	Contract of the contract of th
Please send compl Kitchens.	ete information about the new CAPITO
l am a 🗌 distrib	utor 🗆 dealer 🗆 builder.
NAME	
STREET & NO	
CITY	ZONESTATE

NEW STUDY IN 33 NEIGHBORHOODS AROUND SUPER

FAMILY CIRCLE

TWICE as many households
TWO AND ONE-HALF
TWO AND ONE-HALF
THREE times as many house



4,000,000 FAMILIES BUY FAMILY
CIRCLE IN THE 7,750 SUPERMARKETS
OF THESE 14 LEADING CHAINS IN ALL
48 STATES AND CANADA

SAFEWAY · KROGER · AMERICAN · FIRST NATIONAL · JEWEL ·

MARKETS WHERE FAMILY CIRCLE MAGAZINE IS SOLD SHOWS

bought and read by

as Ladies' Home Journal!

times as many households as McCall's!

times as many households as Companion!

holds as Good Housekeeping!

Family Circle's 4,000,000 reader-families are concentrated in neighborhoods like yours. They buy Family Circle at supermarkets—the next-door location preferred by appliance dealers 20 to 1 over any other! They're your best customers!

To draw these customers into your store, more and more manufacturers are advertising in Family Circle. As shown in the neighborhood study, Family Circle does twice the job done by any other leading women's magazine! Appliance advertisements in Family Circle give you the "next-door" location you need to cash in on supermarket customer-traffic!

More and more dealers are getting super sales action by using free "As advertised in Family Circle" display cards. They've ordered over 3,400 of them in recent months.

You can cash in on this supermarket customer-traffic, too. Just mail order-blank on next page for easel-backed displays of advertisements in the November issue of Family Circle...

America's leading supermarket-sold magazine!

TURN PAGE
TO FIND OUT
HOW TO CASH IN
ON FAMILY CIRCLE'S

FREE MERCHANDISING DISPLAYSI

WINN & LOVETT · GRAND UNION · BOHACK · RED OWL · ALBERS · WEINGARTEN · DIXIE HOME · BUTT · H. G. HILL

FAMILY CIRCLE IS "FOR CUSTOMERS ONLY!"

Unlike subscription-type magazines, Family
Circle has 4,000,000 readers who markets
Circle has 4,000,000 readers who markets
family-buying customers of supermrhood!
family-buying customers of supermrhood!
These women give their business to neighboring
These wo

FOR COUNTERS AND WINDOWS



With this full page ad in the November issue of Family Circle, Bendix pre-sells its new Agitator Washer to a prime market of best-customer prospects: the highest percentage of families with children-and most children per familyamong readers of the ten top circulation magazines!



Once again, in the November issue, Hamilton Beach advertises its famous Mixette in Family Circle. The 4,000,000 homemakers who buy Family Circle are in the market for kitchen appliances which, like the Mixette, make family meal-preparation a time for cheer rather than a chore!

4,000,000 family-buyers, in the market for home and family appliances, buy Family Circle at supermarkets of 14 leading chains doing 40% of U.S. chain grocery volume!

The second second second	L IN AND MAIL COUPON	
No. of cards	Merchandising Dept., Family Circle, 25 West 45th St., New York 36, N. Y.	tan in
☐ Bendix Washer	Please send me the free display cards checked	tamily Circle
Mamilton Beach Mixette	at left, featuring appliance advertisers from the November issue of Family Circle.	" o A 7 Circle
Regina Polisher & Scrubber	from the trovenious some of a diving Out too.	N 1 5
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☐ Wedgewood Range		7 11 11
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as advertise	92 SUARING	in California, Northwest and
And your dealer for me and a second s	I I I I I I I I I I I I I I I I I I I	Mountain regions.
Tanks of the state	Famor Co.	
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Page Condy State Jose	personal and an analysis of the control of the cont	Rheem Manufacturing Com-
magazine La Contract of the Co	magazine	pany advertises Wedgewood
IllaRar.	111080	Ranges in the California edi-

By advertising in Family Circle, Regina reaches the highest percentage of housewife-readers among readers of the ten top circulation magazines. Thus Regina pre-sells a leading market of homemakers on its Polisher & Scrubber in this two-color advertisement in Family Circle's November issue.

REGINA

Studies show the families reached by Family Circle are fine prospects for Whirlpool. They're larger than average, and 65% own their own homes. Family Circle readers live, shop, and work in areas concentrated around Whirlpool retailers. That means dealers are in an excellent position to follow through effectively on Whirlpool's Family Circle advertising with their own program of local advertising and point of sale display.

WHIRLPOOL

VIRTUE BROS. MFG. CO. Virtue Brothers Manufacturing Company advertises its Chrome Dinettes in eight editions of Family Circle. They are: California, Northwest, Mountain, Midwest, Red Owl,

tion of Family Circle.

Ranges in the California edi-

Butt, Weingarten, & H.G. Hill.



amily Circle

CHICAGO

OS ANGELES



You can Judge

NICHRO

by the manufacturers who use it!

Crosley advertises "Care-Free Kitchens", and with their newest electric ranges featuring automatic ovens and 7-heat-speed push-button controls, they go a long way to support that claim.

Crosley is especially proud of their "Bake-Best" ovens, said to distribute heat more evenly than any other. Both bake and broil units in this oven are made from Nichrome wire. Let Crosley engineers tell you why:

"Nichrome wire has consistent good quality and long life, important because good consistent quality gives even heat distribution throughout the length of the heating element. Long life means good, unchanging oven performance throughout the life of the Crosley range. Other important factors are the small change in the hot and cold resistance and the extreme ease with which Nichrome wire can be worked."

These are reasons which add a convincing argument to your sales story when you tell your customers that the ranges you sell have Nichrome heating units. Nichrome assures a long life of trouble-free service . . . indicates too that a manufacturer who uses this high quality wire almost certainly uses quality materials in every part of his range.





Nichrome * is produced solely by

Driver-Harris Company

BRANCHES: Chicago, Detroit, Cleveland, Los Angeles, San Francisco, Louisville In Canada: The B. GREENING WIRE COMPANY, Ltd., Hamilton, Ontario

PT.M. Rog. U.S. Pat. Off,

MAKERS OF THE MOST COMPLETE LINE OF ELECTRIC HEATING, RESISTANCE, AND ELECTRONIC ALLOYS IN THE WORLD

APPLIANCE-RADIO-TV PICTURE

-CONTINUED FROM PAGE 28-

has concentrated on this sales procedure, also declared he had tightened up on other methods of selling airconditioning units. "I decided to get out of the rat-race," he said, "and reduced my selling to only three models. I put one of each on the floor and sold them at list price only. I haven't sold as many units as I did last year, but I've made more money."

The sales situation all over Texas has, in fact, improved considerably over the hot months. Electric range sales were reported up 28 percent over 1953 by Gulf States Power Co., and water heater sales were up 25 percent. A Houston source and a Dallas contact reported better business across the board at the beginning of September than in midsummer when blistering heat gripped the state. Houston, in fact, was about back at pre-heat levels.

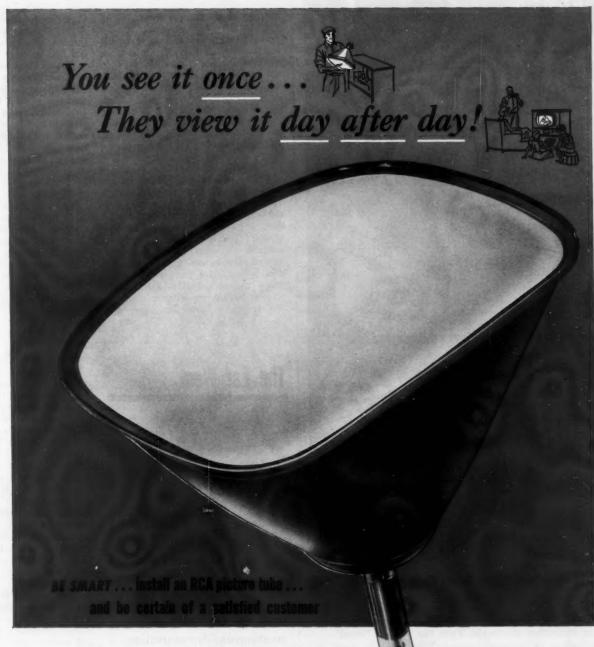
Laundry Equipment Still Good. The sale of laundry equipment continued good everywhere except in the Southwest, and even in this section, there was some improvement over June and July. Sales figures from mid-Tennessee were still particularly impressive, with Nashville, Knoxville and Chattanooga dealers all doing a brisk business in automatics. Birmingham, New Orleans and Atlanta sources estimated a substantial increase in the sale of automatic washers also, but it was in Charlotte, Raleigh, Asheville and other points in the Carolinas that washers were really booming, some dealers in this area reporting almost a 100 percent increase in the sale of both conventional and automatic washers over the same month last year.

In Atlanta one of the largest appliance retailers offered free 12½ in. used television sets with each washer purchased. The stunt was reported to have worked well and increased the sale of washers considerably. The explanation was that customers went for the chance to buy a washer when offered the opportunity to get a free TV set for another room in the home.

Dryers UP, Ironers Down. Dealers in Miami and Jacksonville reported a fine increase in the sale of clothes dryers but reported a lag in ironers. One Miami retailer said his sale of ironers was off 50 percent from a comparable period in 1953. The sale of ironers left quite a bit to be desired also in Birmingham, New Orleans and Atlanta.

Television maintained a pretty steady course. The sale of sets in Miami was level at around 4,000 sets a month. Slight increases in sales were reported from Birmingham, Charlotte, Memphis and Atlanta. There was better news from New Orleans also, where TV sales have wallowed in the dumps for months. A reliable observer declared the sales trend was on the upgrade again and prospects for

(Continued on page 38)



RCA takes no chances with its reputation for quality—
its picture tubes are quality-controlled throughout production.
And you take no chances when you install RCA picture tubes. Your

customers will recognize the familiar RCA emblem—what it stands for:

Top materials, top workmanship... top product! Build your reputation
for fine service with the finest picture tubes made—RCA.

See your local RCA Tube Distributor for your RCA Picture Tube needs—
sizes from 3" to 27". There's an RCA Picture Tube for virtually
every set, regardless of make, in RCA's "Balanced Line."



RADIO CORPORATION OF AMERICA
ELECTRON TUBES
HARRISON, N.J.



It helps make the sale for you because it makes electric range oven operation so simple. Turn the dial to "broil" and then back to recipe temperature. That's all! Because this simple twist of the wrist turns on both "bake" and "broil" heating elements simultaneously. This speeds preheating to the desired temperature. When it's reached, both heating elements and their pilot lights turn off indicating the oven is ready for loading. The control then automati-

cally re-cycles the lower element only to maintain the precise oven temperature and lights "bake" pilot to show it is on. Simple? Yet only Robertshaw gives you such set-it-and-forget-it operation. It really puts the "sell" in range selection.

Select
the control
that helps you
Self-

Robertshaw-Fulton

ROBERTSHAW THERMOSTAT DIVISION
Youngwood. Pennsylvania

THE NATIONAL APPLIANCE-RADIO-TV PICTURE

CONTINUED FROM PAGE 36 -

fall looked better than they have all year.

Radio sales are still considerably under par in almost all of the major cities of the South and observers do not expect too much improvement, although the final quarter of the year is always best for radio sales. High fidelity equipment selling has not done as well in the South as in other parts of the country but appears to be spreading slowly. Sales are reported "fairly good" in the Carolinas.

Utility Roundup. Home freezer sales got a nice boost in the Carolina Power & Light Co., territory, when the utility began awarding dealer salesmen a cash bonus for quotas last month. The move helped sales considerably in areas which had been unproductive before. Gulf States Utilities wound up a three-months campaign in water heaters and electric ranges, hitting an all-time high for any range or heater campaign ever

staged in the Beaumont-Lake Charles, Baton Rouge area. Dealers in the territory sold more than 3,000 ranges and 600 heaters.

Florida Power & Light Co., served up to its dealers a highly effective advertising campaign. One of the catchiest was on the order of supermarket full page display. It read: "Bread—1¢ (Toast 20 slices in your electric toaster for only 1¢; Pork and Beans—3¢ (Baked Boston style in your electric casserole for only 3¢); Potatoes—2¢ (Whip creamy potatoes for 24 meals in your electric mixer for 2¢)"—and so on.

Nashville Electric Service plugged food freezers, beginning a 45-day campaign; Louisiana Power & Light Co., turned its attention to refrigerators following a highly successful freezer-range-air conditioner promotion, and Virginia Electric & Power Co., plumped for the sale of home freezers through a stepped-up advertising campaign.

The Far West



by HOWARD J. EMERSON

West bustles with promotions, meetings and demonstrations... Little interest being shown in color TV

AFTER a comparatively prosperous summer, appliance-TV dealers in the Far West returned from their distributor-sponsored vacations ready to settle down to what promises to be an even brighter fall business season. Ready to spark them toward more activity and more volume was a flurry of meetings and promotions awaiting the dealers return from a Labor Day rest.

Most active immediately were the Westinghouse dealers in northern Calif. Playing Santa Claus three months early, Westinghouse provided its dealers with a doubled barrel promotion that enabled them to open the fall buying season with (1) a national promotion tied around the opening of the "Best of Broadway" TV series to be carried this fall and winter, and (2) a great big promotion all their own as

the result of the Westinghouse pur-chase of TV station KPIX, San Fran-Cisco. Carrying the theme "more West in Westinghouse", the company created a "KPIX-Westinghouse Week" for the area where 900,000 TV sets tune to San Francisco stations. Under direction of Westinghouse west coast publicist Carl Albracht, 225 dealers received a window display kit from their WESCO salesman and with it a chance for prizes for the best KPIX-Westinghouse window; truck banners for the dealers and all Westinghouse and WESCO vehicles; a TV show tie-in on the Betty Furness cook book: a KPIX telecasting of appliance-TV service facilities at WESCO Oakland: distribution of 5,000 cartoon booklets giving the "Westinghouse story"; TV spots endorsing the event by president of Pacific T & T and the Bank of America; easels for counters and windows; give away shows including space helmets with built-in ear phones for the space kiddies; loaning of color sets to dealers to enable them to hold private showings of the color presentation of "Best of Broadway". Letters went to all 3,500 Westinghouse employees in northern Calif. asking them to use word of mouth advertising of the week's activities.

Meeting Season. Elsewhere on the West Coast dealers were attending one meeting or another. Almost anyone who is anyone in the East was in the West talking to dealers. The San Francisco Bay Area NARDA group hit the jackpot with a one day "dealer profit clinic" that scheduled NARDA vice pres. Harry Price, Hotpoint's Howard Scaife; GE's Art Scaife; Frigidaire's Joe Rushton; Norge's witty and brainy home eco Jesse Cartwright; Motorola's service specialist Russ Hanson; nationally known utility execu-

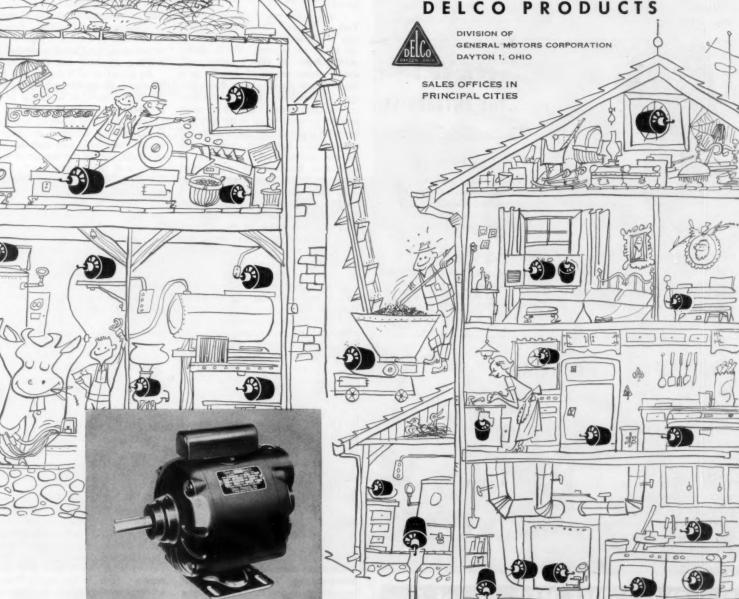
(Continued on page 40)

farming - A BIG BUSINESS WELL SERVED BY

DELCO MOTORS

On the farm, as in the city, electricity serves in many ways to increase productivity and to lighten labor. Electrically powered machines and appliances-many of them driven by Delco motors-do countless jobs quickly and economically. Delco motors are favored both by makers and by users of farm equipment because of their outstanding record for long life, dependability, and quiet operation. Delco motors are available in a wide range of types and sizes, suitable for farm, industrial and home applications.

DELCO PRODUCTS



NEW NEWS THAT'S GOOD NEWS!

NEW!

ENTERPRISE
home aid
ICE CREAM FREEZER

This sensational new marvel makes 1½ quarts of rich, smooth-textured home-made ice cream automatically—with no salt! no ice! no mess! What's more, it has six big features:

- 1. Completely automatic
- 2. Cold-proof, water-proof motor
- 3. Handsomely styled



- 4. Compact and portable
- 5. Works in any electric refrigerator
- 6. Easy to clean—wash with dishes



NEW!

...THE ENTERPRISE

Knife and Seissors

SHARPENER

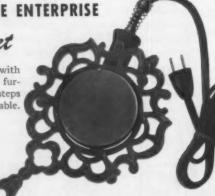
A beautiful machine that keeps knives and scissors sharp from heel to point. In a distinct design with these added features:

- 1. No attachments required
- Flat sharpening belt allows greater area of contact between cutting surface and belt—embodies the principles used in the best commercial sharpeners
- 3. No adjustments necessary
- 4. Air cooled motor runs on 110-125 volt AC Current
- 5. Cleans easily—no screws or bolts to unfasten

NEW!...THE ENTERPRISE Electric Trivet

Practical as well as beautiful, with rubber feet that cannot injure furniture or linens. Saves time and steps —keeps food piping hot at table. Many features:

- 1. Sturdy and practical
- 2. Lovely design
- 3. Plugs in any socket
- 4. Will, not rust
- 5. Will not injure furniture or linens.



The ENTERPRISE MFG. CO. of PA.
3rd & Dauphin Streets Philadelphia 33, Pa., U. S. A.

THE NATIONAL APPLIANCE-RADIO-TV PICTURE

- CONTINUED FROM PAGE 38 -

tive, PG&E's O. R. Doerr; climaxed by a talk by a local man, A. F. Wegele of Bank of America, on that most important subject—money.

Portant subject—money.
Enroute to San Francisco, Harry Price and Jesse Cartwright, along with NARDA executive director Al Bernsohn, were speakers at NARDA dealer meetings in Billings, Montana, Seattle, Wash., and Portland, Ore. In San Diego, dealers at the annual Fall Conference of the Bureau of Home Appliances heard Glen McDaniel, president of RETMA and Geo. Melinger, sales manager of major appliances of Westinghouse and saw their first live color TV show. Participating in the San Diego conference were Rheem-Wedgwood's Jim Graham, Jr. and GE's western major appliance manager Harry Gough. East into the desert country, dealers were meeting in mid-September too—but anyone at the Phoenix dealers' fall shindig who tried to make a speech would have to do it through a mouthfull of seafood flown in from Maine, Louisiana and California.

Year of Shows. The West's biggest year of appliance-TV shows had not year or appliance IV shows had not yet come to an end. While dealer participation in the "professional" shows, those organized usually as a local "home show", by outside concerns, has dwindled to little, the dealers and distributors are showing more interest in county and state fairs and in shows organized by the utilities and associations. Elaborate county, agri-cultural district and a state fair in California financed by pari-mutuel funds provides dealers with display space that many report bring prospects for several months work. In San Diego, dealers are preparing to man the booths of distributors at the 17th annual Electrical & Home Appliance Show sponsored by the Bureau. Between August 23 and November 20, dealers in 16 communities of Arizona will participate in community wide promotions with the theme "Your Home of Tomorrow is Reddy Today" Each dealer's store becomes a display and demonstration center, with sales emphasis on electric ranges, water heaters, drvers and freezers. Moving from community to community for each promotional period is the Arizona Public Service sales promotional crew to back up the dealers' activities with a dealer contest.

Days of Demonstrations. For public demonstration of appliances, it looks as if Graybar in Salt Lake City hit the jackpot for Hotpoint. For two days, 6.725 housewives saw demonstrations of Hotpoint appliances as part of a cooking school sponsored by a local newspaper. But high attendance seems to be the rule here in the mountain states—in little Montrose, Colo., the Schmidt Hardware and Appliance store put on a Monarch electric range demonstration in the store and brought in more than 500 people.

Two more large groups of dealers in the West can now look forward to

easier selling of 220-v. appliances. In California, the Bank of America announced a plan to finance wiring changes up to \$100 in cost when included in a package with an appliance. In Spokane, Wash., dealers expect a similar announcement of an "installation financing plan" from the Washington Water Power Co. during a series of meetings throughout the Inland Empire in October.

Color Outlook is Black. Except for manufacturer's men who get bulletins from the East, few people in the Far West are paying much attention to color tv. The public stopped worrying about it a year ago and started buying big sets at a fair pace. There is little to get dealers enthused. Basic drawback is programming. Between August and the end of the year, only 13 of the 47 color shows produced by CBS will reach the San Francisco or Los Angeles stations. The Bay Area's NBC outlet, KRON will limit colorcasts to the "spectaculars", so one show a week is all that is expected here for the balance of the year. Says San Francisco to columnist, Dwight Newton, "Color will be a colossal topic of conversation in the East this winter, but it will creep slowly into the West."

An incentive to tv dealers and their associations everywhere to help clean up the problems of unethical service has been given in the example of Phoenix, Ariz. and its set of "standards of advertising designed to help tv service firms build and maintain public confidence for the benefit of themselves and the community." Established by the newspaper "Republic and Gazette" they are:

1. Television service copy will be accepted provided it does not quote any amount as the minimum charge for a service call.

2. Allowance must be made for the fact that tv sets must often be taken to the shop for repairs. Therefore, an all-inclusive phrase such as "work will be done in your home" is considered misleading and may not be used.

3. A phrase in an advertiser's copy such as "most sets can be repaired in the home", or a similar one, would of course be true and may be used.

4. No give away advertising copy will be accepted when it is linked with television service.

If a charge is made for tv pickup and delivery service, it shall be so noted in the copy.

6. Complete honesty shall be observed as a protection to the public and as a matter of maintaining newspaper reader confidence.

New Products. As if the present varicty of appliances and tv aren't presenting enough headaches in one way or another, a dealer in Bakersfield, Calif., started stocking Geiger counters early this summer. Results? Until he ran out of stock, they were the fastest moving items in his store. Wonder what vacation trips the manufacturers of Geiger counters are offering dealers who make their quotas this year?

Presenting Superb new, different Webcor bonografs and radio bono's with

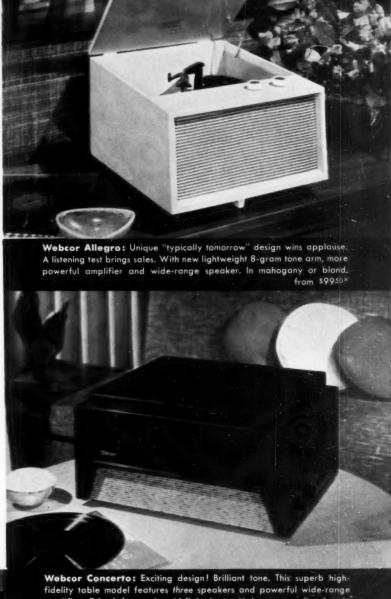
- · NEW High Fidelity
- . NEW "Typically tomorrow" design
- NEW Vibrant customer compelling colors
- NEW Complete price range from \$2995 to \$24995

Webcor puts you in business to stay . . . with the newest most talked about line of fonografs anywhere. You get a complete range of prices too. And with excellent new design, Webcor helps you move every unit with tremendous eye appeal. Each Webcor Fonograf is backed by big 1954 national advertising. And every possible sales tool is yours to display, promote and sell this truly terrific new Webcor profit line. Hear the entire Webcor high-fidelity story from your distributor. Call now!

Here are the four new Webcor TRUE High-Fidelity Fonografs!

torted power. Console cabinet finished in a satiny smooth mahogany or exquisite limed oak.

The automatic fonografs shown here have the new Webcor 3-speed Diskchanger with new lightweight 8-gram tone arm and automatic play to four hours. All Webcor Units are U.L. approved.





WEBCOR

now turn to the other side and see the rest of the fabulous Webcor profit line



Weekly ads in SATURDAY EVENING POST, LIFE and LOOK help move the entire new Webcor line

Stunning new beauty and higher fidelity are the keys to the new, all-new Webcor Fonograf line. But the real clincher is the Webcor promotion.

Over 60 million readers every week are seeing Webcor in national magazines. And the displays, literature and newspaper mats are waiting for you to tie in! And with Webcor's new concept of selling brilliant tone with revolutionary styling, Webcor leads you to new sales records. Check your stock now, then order.

Check your stock now for the big fall promotion

WEBCOR

all music sounds better on a Webcor

*Prices slightly higher west and subject to change without notice



Webcor Midge: Brilliant all new styling with or without AM radio. Features

Webcor Studio: There's truer fidelity from this newly styled 3-speed automatic table model, includes smoother, more powerful motor, faster changing, decorator styling. In two stunning color combinations.



Webcar Maestro: Three-speed portable with new sound chamber for full, true-tone realism. New Rotodyne motor gives more accurate speeds. Brilliant

the 30's that Sell





Direct factory-to-dealer sales—discounts you dream about!

Honest list prices—nationally established!

HERE'S WHAT A WHITE FRANCHISE CAN MEAN TO YOU...

- White has a complete selection—sewing machines for as low as \$69.50; cabinets for every room décor
- Higher margin of profit than any other established brand of sewing machines!
- White's name and reputation—a leader in quality since 1876!
- Field assistance from factory-trained personnel!
- Quantity discounts.
- Substantial allowance for local advertising—timely promotional and display material!
- Consistent national advertising—TV, magazines and newspapers.
- Every White model guaranteed by an American manufacturer everyone knows.

IT'S SO EASY TO



SEW ON A WHITE

CHOOSE FROM THE WORLD'S LARGEST SELECTION OF CABINETS

Illustrated are just a few:



SLOND OAK MODERN. Designed for contemporary living with simple, modern lines that fit any room. In lovely limed oak.

MID-CENTURY DESK combines the practicality of storage space with beauty of design. In choice blond mahogany and walnut finishes.



QUEEN ANNE TABLE. Charming occasional piece to accent a hallway or serve as an extra table in any room. In choicest mahogany or walnut veneers.



WHITE DE LUXE PORTABLE makes the perfect gift. With exclusive Magic Tension, does White Magic stitches.

EXCLUSIVE HIGH-PROFIT DEALERSHIPS

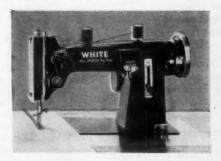
WING MACHINES

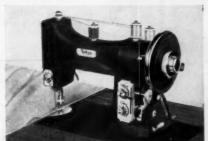
CHOOSE FROM WHITE'S PRECISION-MADE MACHINE HEADS

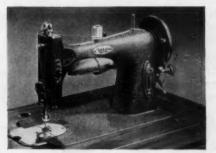
WHITE ALL-STITCH ZIGZAG sews professional twocolor embroidery with two needles. Does straight sewing and one-needle sewing, too! Does most sewing jobs without attachments, wheels or discs.

WHITE STANDARD 43 HEAD simplifies sewing. Perfect machine for school teaching and learning. Sews backward at touch. Built-in darner. Complete with 14 White Time-Savers.

WHITE DE LUXE 77 HEAD. Finest machine for straight sewing with exclusive Magic Tension, does White Magic stitches.







FOR MORE INFORMATION
AT NO OBLIGATION!





TRADITIONAL CONSOLS. De luxe sewing unit lifts into place automatically when you open this lovely Eighteenth-Century table. In choice mahogany or walnut finishes.

COLONIAL DESK. Popular Early American design with four deep drawers. In mellow maple finish.

Just mail this coupon to:

White Sewing Machine Corporation, Wholesale Division Department EM-1, Cleveland 1, Ohio

Send full information regarding a White franchise.

ame____

Firm Name.

Address

City_

State

THEY'RE ON THE WAY! more Microtube. equipped ranges

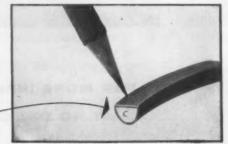


FOR THE EASIEST, MOST PROFITABLE RANGE SALES IN YOUR LIFE!

Make Microtubes a big selling point to clinch more range sales. You can—and easily! That's because Chromalox Miracle Microtubes are loaded with powerful selling features! They heat up fast, cool off quickly. There's lightning speed in the flat-top, slim tubes. Heat goes right into the utensil, because there's no bulky element to heat up first. And the heat is better distributed for wonderfully uniform cooking results.

More and more ranges are being equipped with Chromalox Microtubes to put you far ahead with more sales and profits. Ask for Microtubes as standard equipment on your favorite electric range line. It will pay!





LOOK TO Microtube-equipped ranges

- TOT . INSTANT HEAT
 - QUICKEST RESPONSE
 - MORE UNIFORM COOKING

CHROMALOX EDWIN L. WIEGAND COMPANY 7525 Thomas Blvd., Pittsburgh 8, Pa.

ECONOMIC CURRENTS

No Big Swings in Sight

By the McGraw-Hill Dept. of Economics

AS the summer ends, business activity is still bumping along in a sideways fashion. And the prospect remains that business activity will vary within rather narrow limits for some months longer, without giving any clear sign of a surge in either direction. The present limits, it should be noted, are allowing a relatively good level of employment and business

On the down side, automobile pro-duction will probably hit its lowest levels during September when the producers prepare for model changeovers. Steel production is affected by the shutdowns. But production will pick up in October and continue into November in the rush to get the new models on the market. Indicanew models on the market. tions are that about 5.3-million cars will be produced this year, close to the number predicted earlier this

Also on the down side are department store sales which account for a part of appliance sales. For the first eight months, department store sales were 3 percent below the same period last year. However, this is still a very high level; and the month of August showed an increase of 1 percent above a year ago.

CONSTRUCTION GAINS 3%

On the up side, activity in the construction industry continued to set New construction in new records. July was more than \$3 billion seasonally adjusted. And the total for the first seven months of this year set a new high-3 percent above the same period last year. This increase occurred almost entirely in private building. A total of 683,500 new housing units were started in the first seven months. This was 5400 more

than last year for the same period. And the Congress which has just adjourned has provided measures to stimulate construction activity in the years ahead. Housing legislation provides for a substantial easing of the terms on government-guaranteed mortgages-this appears to open the way for further credit stimulation. It is difficult to tell to what extent these easier terms were anticipated in the rush of home building this spring and summer. And it will not be possible to tell how much new stimulus has been added until the 1955 season gets underway. But there is no doubt that the new terms are very liberal.

For new houses, the minimum down-payment for FHA-insured mortgages was dropped to \$700 on a \$10,000 house; the maximum guaranteed mortgage for a single family house was raised to \$20,000; and the maximum maturity for these mortgages was lengthened to 30 years. More liberal mortgage terms also apply to existing houses. And this promises to bolster the market for both new and old homes by easing the "tradeproblem.

The emphasis is all on private homebuilding. Only 35,000 new public housing units were authorized for this fiscal year. Even this is subject to such severe restrictions that the actual number may be considerably

Congress also acted to expand un-employment compensation. The number of workers covered by unemployment insurance was raised from 36 million to 40 million, effective January, 1956, by bringing in firms with 4 to 7 employees, plus 2.3 million federal workers. In addition, a reserve fund was created to aid states

(Continued on page 50)



BRIGHTEST NEW STAR IN THE KITCHEN! 36 INCH STAINLESS STEEL SINK SUGGESTED RETAIL! REPUBLIC STEEL Kitchens Republic's newest star in its line is soaring to Easy to sell this stainless steel 36" beauty against similarly priced models in ordinary porcelain. astronomical heights in the trade, and no wonder! . . . It's got everything! De luxe features that Order now to be sure of quick delivery! Get ready to sell on sight! Double-bowl convenience! Stainless take off like a comet for the biggest sink sales opportunity of the year. steel beauty! Combines easily with stock Formica tops to make a "custom" job!... A demand item in any See your distributor or write direct for complete locality!... There's nothing like it in competition! information.





Economic Currents

"High personal income a big factor in inspiring on-the-cuff buying"

whose unemployment funds near exhaustion. Both actions are props against future income slides. Neither increases present payments from the funds.

The unemployment situation for the country as a whole was relatively stable. In July there were 3,346,000 unemployed—almost no change from the previous month and only slightly higher than May. And there has been almost no change in the average weekly hours worked by factory workers during the first seven months of this year.

INSTALLMENT CREDIT CREEPS UP

Consumers are continuing to play an active role in business activity. July was the second straight month that installment credit expanded more than the seasonal rise. Installment buying of cars, refrigerators, TV sets

The only time an electrical appliance salesman should have the last word with a customer is when he apologizes.

and appliances rose \$124 million over June. This brought total installment credit to \$21.2 billion—\$242 million more than a year ago. However, non-installment credit was reduced \$80 million in July, so that the net effect was a rise of \$44 million in consumer debt.

Total consumer debt outstanding at the end of July was \$27.8 billion—up \$245 million over a year earlier. This was only about \$1 billion below the all-time peak of \$28.9 billion of last December.

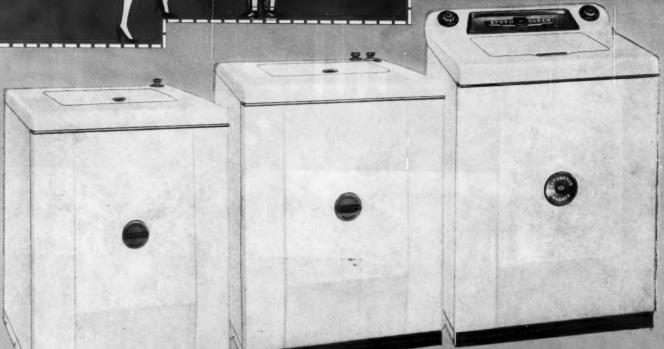
The rate of personal income undoubtedly was a big factor in providing consumers with confidence for on-the-cuff buying. Income has remained high. With a modest pick-up in business activity this fall, personal income in 1954 should run about \$1 billion ahead of last year. The July annual rate was \$286.5 billion. This was about the same as the June level, but slightly below the July, 1953, rate.

For the long run, the expansion of social security benefits by Congress may also provide additional purchasing power. The increased coverage and benefits provide a stronger bulwark against drops in income. However, the immediate impact of some \$500 million additional consumer income annually from higher benefits is neutralized by the higher collections. The higher benefits, however, will begin this fall, while the big bite does not begin until January.

In general, the present pattern of business activity calls for variations within narrow margins. There are some "ups" and "downs," but the most remarkable aspect is the overall pattern of stability which should continue for some months.

Stepping-Up Automatically

Speed Queen — nearly 30 years ago — pionested the tree-up technique of sales floor selling in the wringer washer field. New today, Speed Queen offers the same step-up advantage in the automatic field — thus giving you a completely balanced, powerfully stepped-up line to sell the ENTIRE home laundry equipment market!



"Thriftomatic" A16

A powerful ADV unit! Same basic construction as the deluxe A-12 except each operation — washing, rinsing and spin drying — is regulated by control dial. Priced lower than many conventionals!



PORTABLE "SUDS SAVER"

Now in production and available for shipment. Adaptable to all Speed Queen automatic models. Attractively priced.

"Heavy-Duty" A15

This is the same completely automatic unit as the A-12 except exterior refinements have been eliminated to trim down to a price that appeals to the economy-minded, and gives the dealer flexible merchandising latitude.



"ROYAL PAIRS"

Matching cutomatic dryers are available as companion units with the A-12 and A-15.

SPEED QUEEN CORPORATION Ripon, Wis.





QUEEN

The Royal Family of Home Laundry Equipment

Deluxe A12

Here is Beauty, Quality, Performance and Trouble-Free Dependability that is a real pleasure to sell. One dealer who has sold over 700 this past year reports "practically no service; they're as trouble-free a product as you can find." That's top performance in any appliance league! Top profit, too!



THE SPEED QUEEN WRINGER LINE is now doninging the sale of washers in most states with percentages ranging as high as 35% and 40%. of total automotic washers sold.

Ask your appliance supplier about



Talk to your appliance supplier about "Operation Snowflake." He can give you all the details, plus window streamers and other sales promotion devices.

"OPERATION SNOWFLAKE" sponsored by U.S. Steel, is the biggest sales promotion campaign for white goods that's ever happened. And if you deal in major appliances, you're invited to ride along and cash in on thousands of dollars

worth of national advertising and publicity.

You don't contribute a cent.

What do you do? Just be there with the "mostest" in major appliances when this "A-Bomb" advertising campaign goes off. Don't be caught with your stocks down. You'll need all the white goods you can store to fill the orders coming your way.

NOW HERE'S "Operation Snowflake"

It's built around the theme, "Make it a White Christmas" . . .

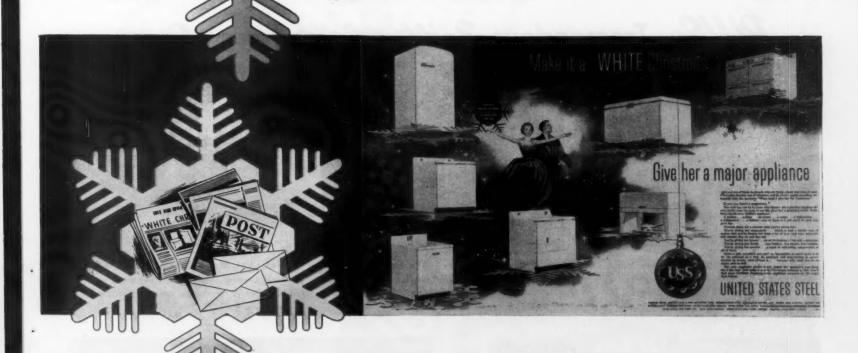
It will be publicized through local and network TV . . .

Mary Kay and Johnny will feature it on the U.S. Steel Hour...

Special radio commercials . . .

Through national magazine advertising—Saturday Evening Post, Nov. 27 . . .

And through newspapers, trade magazines, direct mail . . .



NITED STATES STEEL

PITTSBURGH 30, PENNSYLVANIA

In Housewares This Fall... it's Westinghouse

3 Exciting NEW Products in a Famous Line!



New Coffee Maker — Fast jet action automatically makes 9 cups of perfect coffee in just 9 minutes. Award-winning beauty.



New Roaster-Oven — America's most popular roaster in a smart, all-new model. Cooks anything — automatically! Pluas in anywhere.



New Portable Mixer—Exclusive "Stop-N-Go" Switch for instant power. Heavy cookie dough won't stop this portable mixer!

PLUS ... Tremendous 3-Way Advertising Drive



Westinghouse Studio One — Demonstrations by Betty Furness every week on CBS-TV. America's favorite TV dramatic show.



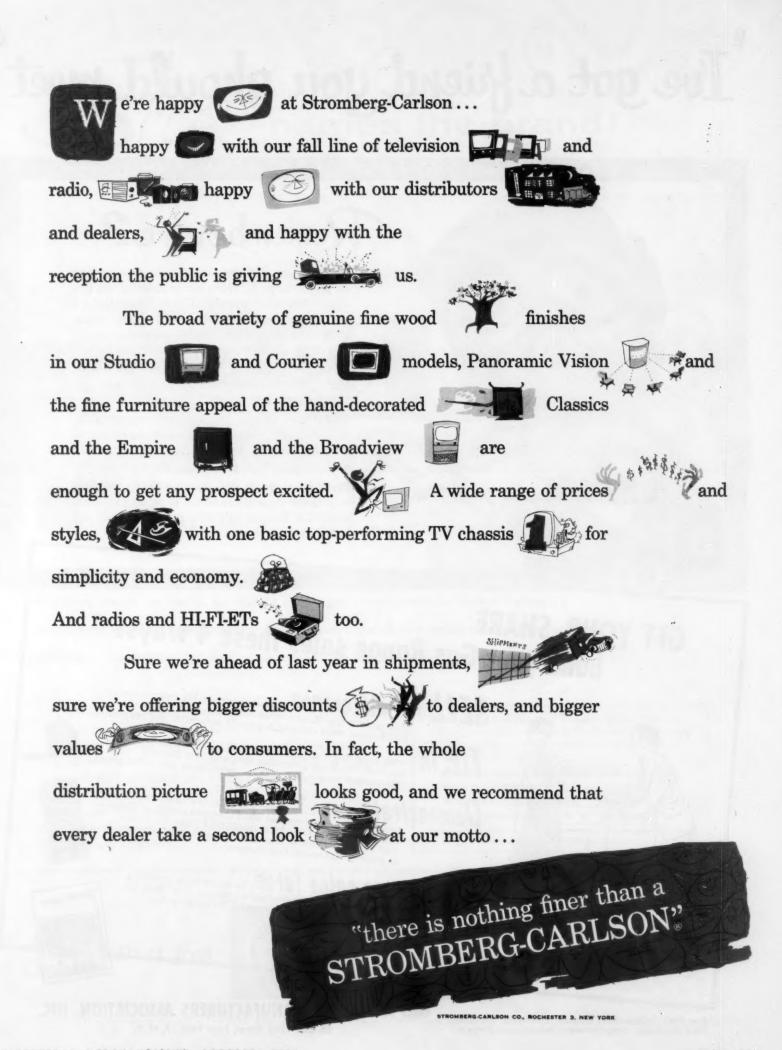
Best of Broadway—Sensational new TV show, in color and black and white, every fourth Wednesday on CBS. Famous stars in top roles.



National Magazines — One of the most unusual, distinctive campaigns in ad history, running in color on facing pages in the POST.

Colorful 25-Piece Christmas
Display Package

Multi-use display for windows or counters. A real attentiongetter! Ask your Westinghouse Distributor for details. You can be <u>sure</u>...if it's Westinghouse



Tre got a friend you should meet



Remember me?

"I'm the one in three women who was cooking on a gas range 12 years old or older...just like 10,000,000 other women still are. You called me last spring, showed me what a difference there is in modern gas ranges. And am I glad you did! I'm crazy about my new automatic gas range!

"That's why I think you should call my friend. She's your neighbor who needs a *modern* gas range as much as I did."

She's part of the biggest, most-profitable, easiest-to-sell replacement market you ever saw. And she's easy to meet, too... just tie in solidly with the BIG Fall A.G.A. Old Stove Round-Up.

You'll be glad you did. Because that's the sure way to sell your share of the ¼ million replacement Gas Ranges this BIG promotion will put into America's homes.

GET YOUR SHARE build your Gas Range sales these 4 ways!



SELL the difference Demonstrate the big improvements that modern Gas Ranges offer over old ranges still in use. You'll make more sales of top-profit automatic gas ranges.

with your Gas Company's BIG Fall Old Stove Round-Up...
the traffic-building promotion that sold over 250,000
the traffic-building promotion that sold over 250,000
replacement ranges last year... makes sales year after year!

Demonstrate right on your sales floor. Use the 15 tested, proved demonstrations that make shoppers stop, look, listen-and BUY! Write for FREE BOOKLET "Quickie Demos" that shows you how to dramatize the many advantages of modern Automatic Gas Ranges.

Pep up your sales force to a new high in selling efficiency with this tested sales-training film "How To Sell More Modern Gas Ranges." Write us today for full information.



For Full Information, Consult Your Gas Company, Your Gas Range Manufacturers' Salesman, or Write to: GAS APPLIANCE MANUFACTURERS ASSOCIATION, INC.

60 East 42nd Street, New York 17, N.Y.

names the brand!



Here is Wallace Johnston Appliances, Inc., 760 Union Avenue at Forrest Park, Memphis, Tennessee This store is typical of many modern appliance stores which do a thriving business on branded merchandise advertised and discussed in the pages of the Woman's Home Companion.

Mr. Wallace Johnston, owner and manager of Wallace Johnston Appliances, Inc., former president of NARDA.

"In home appliances, women usually make the choice of brand. They usually know the lines which we carry, so there's no longer much need for switch selling... that's why we urge manufacturers to use advertising that reaches women-to use women's magazines, for they really create the mood to buy," writes Mr. Johnston.

"She"-means the women Mr. Johnston is talking about . . . all the young married women who come to your store, too, with their heads full of appliance information gleaned from advertisements and editorials they've read in the COMPANION. It's a fact, you know, that the COMPANION carries more editorial linage on home appliances than any other women's service magazine.* So - to increase your store traffic - and clinch sales faster - urge your manufacturers to run their advertisements in sales-producing Woman's Home COMPANION.

For the 4th Straight Year Woman's Home COMPANION devoted more editorial linage to Household Appliances and Equipment than any other women's service magazine! Here's the score for last year:

Woman's Home COMPANION . 44,440 lines* Good Housekeeping 38,653

McCall's 35,006 Ladies' Home Journal 7.963

And, incidentally, the Companion is leading for the first 6 months of 1954.

*From analysis made by The Lloyd Hall Co.

As an example of how the Companion helps you sell, see the 10-page feature on electrical gifts in the November issue



The Crowell-Collier Publishing Company, 640 Fifth Avenue, New York 19, N.Y. - Publishers of Woman's Home Companion, Collier's, The American Magazine.

NO OTHER COFFEEMAKER HAS THIS SALES-CLINCHING FEATURE!

Makes True-Brewed Coffee

FASTER THAN "INSTANTS"



this revolutionary new



FARBERWARE

cups in 7 minutes!

AUTOMATIC Cup-a-Minute COFFEEMAKER

PAYS OFF WITH RECORD SALES

for every dealer who promotes it!

3 SIZES

for every family and gift requirement

Super-Speed 4 Cup\$2395

Super-Speed 8 Cup \$2850

Super-Speed 10 Cup.....\$3095

All Super-Speeds brew as little as 2 cups

Gleaming chrome over solid brass

A NATURAL FOR THE BIG VOLUME GIFT SEASON!

- ✓ it's beautifully GIFT-PACKAGED!
- ✓ it's featured in NATIONAL ADVERTISING

in top-circulation magazines



NOW'S THE TIME TO ORDER AND PROMOTE.

S. W. FARBER, INC., N.Y. 54, N.Y.

OCTOBER, 1954-ELECTRICAL MERCHANDISING





in quality



in style



in value m service

ween, styline kitchens "One of the Big Three"



the real profit producers

FEATURES

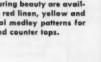


Shelves in all wall cabinets are instantly adjustable . . . no tools or complicated clips are needed. Doors swing quietly and effortlessly on hidden toggle hinges.

One piece, deep drawn drawers with rounded design eliminate dust and particle catching corners. Drawers glide easily without tipping on special design guides.



G-E Plastic Monotops with contour back and no drip edge of enduring beauty are avail-able in red linen, yellow and charcoal medley patterns for sink and counter tops.



These are not idle claims!

Stack Beauty Queen up with any other steel cabinets . . . make a careful and honest comparison.

Quality? .

forced construction, easy glide deep drawn, one-piece silent drawers . . doors with spring loaded hinges for positive closing are only part of the story. smooth rounded and rein-

Style?

Speaks for itself . . . graceful con-tours, recessed handles, Unitized assembly of standard units gives that look of custom luxury. With Beauty Queen you can demonstrate more value, more features regardless of other's price . . . and Value?

customers are demanding quality values today!

NEW SCIENTIFIC PAINTING AND FINISHING—ANOTHER EXCLUSIVE BEAUTY QUEEN FIRST!

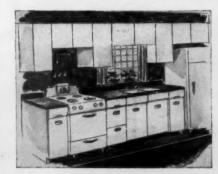
From metal preparation, through the Bond-erizing operation spray painting and final high temperature baking, accurate quality control never before possible is now achieved by the most modern system of finishing yet invented.

Long lasting, beautiful G-E plastic Mono-tops, optional on under sink cabinets and as standard counters for base cabinets, add their note of high quality and sanitary cleanliness.

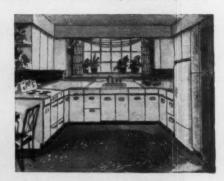
Here is the complete kitchen line you'll be proud to sell . . . the quality line that makes selling both a pleasure and more profitable!

Wholesalers and Retailers write or wire today.

TOLEDO DESK & FIXTURE CORPORATION . 100 Ford Rd., Maumee, Ohio



For modest budget, smaller kitchens, the Beauty Queen Economy Line is competitive without sacrifice of quality.



A Beauty Queen Styline installation becomes the "gathering place for compliments," each kitchen sells another!

PHILCO TV DISTRIBUTOR OF THE YEAR ...

"...Would never have won without Commercial Credit"





BEING named 'Philco TV distributor of the year' is quite a flattering experience. But to be perfectly fair we must credit Commercial Credit with an important assist. Without their help we wouldn't have won. Their reliable source of financing permits us much broader activity. The uniformity and wide coverages offered fit our overall merchandising program like a glove. It has put our dealers on a sound basis and helped both us and our dealers build volume and profits."

COMMERCIAL CREDIT DEALERS ARE Successful DEALERS

Appliance dealers and distributors have learned—through experience—that they can look to Commercial Credit Plan for financing that's flexible, dependable and complete. Ask your distributor for a copy of our booklet, "More Profits with Sound Financing." Or call your nearest Commercial Credit office today.





CREDIT CORPORATION

A service offered through subsidiaries of Commercial Credit Company, Baltimore . . Capital and Surplus over \$1.50,000,000 . . offices in principal cities of the United States and Canada

Electrical Merchandising

The Off-List Revolution

- Not just the appliance industry cuts price . . .

 Not just the discount house . . .

 Everybody's doing it and the general public knows it
- But the issues have been clouded by prejudice, anger, hypocrisy, and just plain head-hiding
- Now an outstanding merchandising expert makes the first realistic and dispassionate analysis of marketing's biggest headache
- By E. B. WEISS Director of Merchandising, Grey Advertising Agency, Inc.

(Condensed from the August 16 Advertising Age. This was the first of four articles in that publication on "The Off-List Revolution." For a resume of Mr. Weiss's conclusions on discount selling see editorial facing inside back cover.)

ODAY'S great marketing issue is not the emergence of a new form or forms of off-list retailing.

The great issue is that the American public is, on every hand, receiving an intense education in off-list shopping through every conceivable type of outlet, "regular" and "irregular."

It is of no real matter whether this education is given by a "regular" dealer or an "irregular" dealer; on fair traded merchandise or merchandise that is not price-protected (and we must remember that the lion's share of resale merchandise is not price protected); on top brands or secondary brands (remembering the public's broad tendency to accept one known brand or another).

What this analysis has set out to do is to take the attention of the market-

ing world away from the discount house—and to get the marketing world to concentrate on off-list selling no matter who does it, and no matter how it is done.

Why is it important to think in terms of "off list" rather than the "discount house"? Well—consider a few figures:

1. The families of at least 1,000,-000 retailers buy some of their needs off list—sometimes through "discount operators," incidentally, but more often through "regular" outlets.

2. The families of at least 2,000,-000 retail employes buy some of their needs off list-through regular and irregular outlets.

3. The families of at least 500,000 wholesalers, wholesale salesmen, and other wholesale employes buy some of their needs off list-through regular

and irregular outlets.

4. The families of at least 5,000,-000 factory worker buying club members—either through their employers or through their unions—buy some of their needs off list, through thousands of regular outlets, as well as through irregular outlets.

5. The families of at least 2,000,000 government worker buying club members buy some of their needs off list-through regular and irregular outlets.

6. The families of at least 1,000,-000 professional people buy some of their needs off list—through regular and irregular outlets.

7. The families of at least 2,000,-000 farmers buy some of their needs off list-through regular and irregular outlets.

Remember that these figures in-

clude only the families—they do not include relatives of all these millions who also have access to off-list privileges. Neither do they include friends and friends of friends.

And remember, too, that these figures have to do only with open discount buying; they do not include all of the buying done through trade-ins that are thinly disguised discounts; through premiums; through special price promotions, etc. etc.

Price-Cutting Is Permanent

Today, off-list selling:

1. Accounts for a larger percentage of total retail than ever before. And it is expanding at a breath-taking pace.

2. Has assumed more diverse shapes and forms than ever before.

MORE



The Off-List Revolution

(Continued from preceding page)
3. Has penetrated so-called "legitimate" or "regular" distributive outlets to a degree never matched before. (It is utterly impossible today, in thousands upon thousands of instances, to determine what is a "legitimate" or 'regular" and what is an "illegitimate" "irregular" outlet.)

4. Is acquiring the trappings of legitimacy and permanency even in some of its most modern manifestations. In other words, the discount house per se (a loose term, loosely applied) appears destined to become an established form of distribution that will leave a long-term impact on a number of-but by no means allmerchandise categories.

Neither the discount house, nor the many-hued discount operation, will be eliminated nor even braked by:

1. Hysterical outbursts.

2. Name-calling (particularly since it is doubtful whether many of those who are most vituperative are really privileged to cast the first stone).

3. Association resolutions. 4. Legislation. Did legislation stop the chains, the mail order houses, the food super? (Fair trade—practically conceived and honestly and vigorously enforced is the one legislative hope. But too little fair trade measures up to these standards.)

5. Appeals to the public's "common sense," when these appeals themselves have little common sense from

the public's viewpoint.

Neither will it help matters to view the development through a reducing glass. This is done when one:

1. Assumes that off-list retailing is confined to the discount house of the Masters and Korvette type. These are merely a deceptive facade. The true problem is all off-list retailing in all its innumerable manifestations-in-cluding the automobile dealer who gives a regular trade-in allowance and than throws in a mink stole, as a New York dealer was doing in June.

2. Assumes that a fair trade agree ment that is not backed by honest purpose, by sound merchandising, and by energetic and courageous policing can lay off-list retailing to rest. A mere piece of paper, even when labeled fair trade, is utterly futile.

3. Assumes that there is a complete cleavage between this "nefarious" practice and "honest" retail selling. The plain truth is that any number of reputable manufacturers sell directly to known off-list outlets. That any number of wholesale distributors do the same and, in addition, run cutprice retail outlets of their own. That several hundred thousand "legitimate" retailers give special discounts of all kinds to all sorts of customers, including the employes of large corporations who come to them with special "club" cards.

4. Assumes that the new-type offlist retailer gives no service; doesn't advertise; keeps no stock; is an out-and-out gyp-and that the "legitimate" retailer gives wonderful service; advertises heavily; keeps a full inven-

tory, and is the epitome of all the virtues. Sorry-it just ain't so!

What's "Legitimate"?

Let's take the last point-the presumed points of difference between the legitimate and the illegitimate mer-chant; and this time I'll omit the quotes. And let's look at the electric appliance outlet-because here is where off-list operations are at a peak.

And let's see what one authority in this field, who has every reason to be "anti-discount," has to say on this point. Here is what the editor of ELECTRICAL MERCHANDISING said to the appliance merchants who get that splendid trade publication:

"Maybe it is time we stopped kidding ourselves. We don't do a lot of things we claim to do.

And-may I add-the public has become all too aware of this.

Now this is where I should file a few disclaimers-although, as usual, I know they will be omitted from any rebuttal this series may inspire:

1. I do not "favor" off-list retailing. I am simply reporting facts, as I see them, and interpreting those facts, as I see them.

3. I do not believe that off-list retailing will take over all retailing. It never has; it never will.

But I do believe, very earnestly: 1. That off-list retailing, including some of its modern forms, is here to

stay.
2. That in certain categories it will expand greatly.

3. That it will compel fundamental merchandising changes all along the line in a number of merchandise business is not the starting point for pricing. Pricing starts with the public's evaluation of the worth of the service rendered. Yet retailers, including some department stores, are fighting for larger margins; bigger markups.

Now, suppose we return to the ap-

pliance industry, and particularly the major appliance industry, for just a few moments. I've already quoted from the refreshingly honest and "agonizing" self-appraisal of the appliance merchant by ELECTRICAL MERCHANDISING. Now let's see what General Electric, which is in the forefront of fair trade policing, has to say on this same subject in the person of Clarence H. Linder, former v.p. and general manager of GE's major appligeneral manager of GE's major appliance division. I suggest that this be read very carefully because obviously it had to be rather diplomatically worded. I quote Mr. Linder:

Here are a few examples of conditions

which need attention:

1. Needless duplication of effort between manufacturer, distributor, and dealer in transporting and stocking of major appliances on the way from the manufacturer to the ultimate consumer, is in evidence.

2. As one attempts to appraise the effectiveness of the dealer structure, it becomes apparent that many dealers are not equipped with facilities, or do not choose to use what they have in display-ing the product of the manufacturer they represent to make possible an effective sales presentation to the con-sumer. Recently, I had occasion to examine the records for a given area after three months of special promotional effort leading to increased sales of electric ranges. Seventy percent of the fran-chised dealers in this area did not have a range on the floor for demonstration during the time of the promotion.

3. An examination of the records in

one area showed 62% of the dealers are contributing only 17% of the business obtained in that area. Certainly this situation cannot represent low cost, effective distribution.

4. In another area, only 7% of the dealers sell the full major appliance line

in volume.

I believe that the major appliance manufacturers must take leadership, with the distributors and dealers working in the closest of cooperation, to develop an effective distribution operations which will lead to a realization of volume objectives of the industry at reasonable cost to the consumer.

We, in the major appliance division of General Electric, have been concerned for some time with this problem of increasing the impact and effectiveness of our distribution function. We have organized a research group devoting its entire time to the statement of the basic problem and its solution. The problem and its implications are

becoming clearer to us, and we intend to take constructive action at the appropriate time where indicated. It is our intention in the course of this research and formulation of long-term policy to do a certain amount of experimental work at the market place.

We believe that seeking out the optimum solution of this economic problem is indeed a very urgent matter.

Add these two portrayals of appliance distribution by ELECTRICAL (Continued on page 88)



"Why does survey after survey reveal that our selling is shoddy; that our retail salesmen have an indifferent knowledge of the products they sell; that our advertising at the local level is either non-existent or so haphazard as to be meaningless; that our inventories are insufficient; that customers have to wait interminable periods for service or parts?

"Maybe our stores are nice enough, but oftentimes they are little better than the warehouses from which the discounters operate. Exactly why should the customer give us preferential treatment?'

And then ELECTRICAL MERCHAN-DISING's editor penned this punch line, which, to me, is the sum and sub stance of the future of any form of distribution. Said he:

"We get very moral about discounters-but in too many cases, we are asking the customer to pay us a premium for the privilege of doing business with us.

classifications - including downward changes in list price, markups, etc.

The Reasons Why

I come to these conclusions because:

1. Our giant retailers today are too seldom the low-cost retailers they originally were; the food super is perhaps the lone exception.

2. Consequently, just as the chains

originally found opportunity in low-cost retailing years ago, at markups seldom higher than 20%, so today other retailers will find opportunity for low-cost retailing in the 40 and 50% mark-ups that characterize so much large-scale retailing of today.

3. Too many of our independent merchants have forgotten how to merchandize; how to sell; how to serviceand yet require a markup for survival to which they really aren't entitled on the basis of public service rendered. And in this connection I think we must comprehend that cost of doing



Special provisions by the El Paso Electric Co. for handling trade-ins



Cash allowances for necessary wiring



Utility-conducted sales-training



and prizes for salesmen are four reasons . .

Why

By HOWARD J. EMERSON

USTING" quotas they had set for themselves, 19 salesmen and dealers around El Paso, Tex., picked up nearly \$2,500 in merchandise prizes this spring by helping the industry there sell 30 percent more electric ranges and electric water heaters than during the same period of 1953.

In addition to the prizes, 45 dealers put about \$136,000 into their cash registers and the salesmen on commission took their proportionate share from this sizeable increase in a normally low-volume-end of the appliance business. Profiting, too, was the utility, which added \$38,080 in estimated annual revenue to its lines.

The promotion was called a "Quota Buster Campaign" by its sponsor, the El Paso Electric Co., a combination utility serving 60,000 domestic cus-

tomers and which merchandises the Hotpoint line of appliances. During a three month period, the promotion helped the area's 45 established appliance dealers move 533 electric ranges and 496 electric water heaters into the homes of consumers. The impetus behind this increase in range and heater sales during a period when national sales of the same appliances had been continuously declining, was the Quota Buster Campaign's 4-punch program:

• INCENTIVES TO SALESMEN. Salesmen selling at retail electric water heaters and electric ranges for any dealer displaying these products on his sales floor were eligible to earn merchandise prizes of their own selection from the nationally-advertised products—luggage, jewelry, cameras,

This Promotion Clicked

Range and water heater sales jumped 30 percent over 1953 levels as the result of a simple but effective "Quota Buster" campaign sponsored by the El Paso Electric Co

TO SEE HOW ONE DEALER AND HIS SALESMAN CASHED IN ON THE CAMPAIGN, TURN TO NEXT PAGE

How One Dealer Worked the Promotion



UTILITY COUNSELOR Phil Dupuy, right, explains details of El Paso Elec-• tric's "Quota Busters" campaign to Las Cruces dealer Les Drum, left, and Arnold McMillan, center, a salesman for Drum.



sporting goods, etc.-shown in the Belnap & Thompson catalog.

To earn one or more of the prizes, a salesman competed with himself by making or passing his quota of range and water heater sales. The quota, strangely enough, he had to set for himself before the campaign began. For making or exceeding his quota each month the salesman received merit points which "purchased" the prizes shown in the catalog. The point system was this:

QUOTA

1 range or water heater per month
100 points per appliance
2 ranges or water heaters per month
200 points per appliance
3 ranges or water heaters per month
300 points per appliance
4 ranges or water heaters per month
400 points per appliance
5 ranges or water heaters per month
500 points per appliance

Therefore, although the salesman set his own quota, it was much to his advantage to gamble with the setting of a high quota and working hard to make it. A salesman who registered a quota of one range or heater per month might make his quota easily, but he would receive little "purchasing power" in merit points. For example, the salesman with a quota of 1 appliance a month would have received 100 points for a range or water heater sale in March. If he sold 5 units in April he would have gotten 500 points. But, if he had set his quota at 5 a month, while he would have received nothing in March, he would have picked up 2,500 merit points for the 5 sales in April. Each point represented approximately 2 cents in purchasing power toward the retail value of the prizes in the Belnap & Thompson catalog. The salesmen received credit at the end of each month, enabling them to start ordering merchandise from the catalog as soon as they had enough points to "pay".

Of the 39 salesmen who set quotas for each of the three months (a dealer registered himself as an individual, received credit for sales he closed-there was no "store quota") 19 made their

quota for at least one month. Six salesmen made their quotas or better each month. J. S. Townsend of Las Cruces Furniture led the field by a mile with sales of 102 ranges and water heaters, receiving 51,000 points worth about \$1,000 in retail value of prizes. Other leading quota busters were Les Drum and Arnold McMillan of Las Cruces, with 13,500 and 10,500 points, respectively. T. H. Williams of Haynie Appliance, El Paso, picked up 8,500 points for \$170 in prizes; Fred Finger of the Electric Center, El Paso, had his choice of \$160 worth of prizes for his 8,000 points; and J. W. Haynie of El Paso sold 15 ranges and water heaters for the 7,500 points worth \$150 in prizes.

• HELP TO SALESMEN. The second punch designed to put more electric ranges and water heaters into homes in the territory of the El Paso training classes. The utility's dealer counselor, F. C. "Sparky" Quinn, who was in charge of the Quota Buster Campaign, was made available to all dealers and distributors to hold meetings "to explain campaign details and to enthuse salespeople, new and old, with all the features of electric cookery and electric water heating. . . ." If dealers or distributors desired to hold sales or service meetings of their own management, the utility offered the facilities of its auditorium.

• INCENTIVE TO THE CUSTOMER. While the desire to procure personal merchandise from the prize catalog made retail salesmen seek prospects for electric ranges and water heaters, there is no question but that the third punch of the promotion closed a majority of the sales. This punch was the utility's "wiring and plumbing allowance" plus allowances to the dealer for trading.

Toward the initial installation cost of new electric ranges sold by recog-(Continued on page 106)



IDENTIFYING his store with the area-wide campaign in order to capitalize on utility-sponsored advertising, Drum makes use of the EEI range promotion kit which was supplied all participants by EI Paso Electric.



SECOND SOURCE of leads is the store's own service department where McMillan checks with service manager David Nusbaum for names of cuss who have old, ready-to-be-replaced ranges or water heaters.



SELLING AGAINST the electric ranges competitive fuels, McMillan makes an attempt to let the prospect get a look at herself preparing a meal over an open flame.



3. ADVERTISING in his local paper is used by Drum to call attention to his Frigidaire line among those people favorably influenced toward an electric range or water heater by the utility's institutional ad campaign.



SALESMAN McMillan takes the first step in capitalizing on the campaign by compiling a list of good leads. Here he pulls names of undeveloped prospects, old customers and referrals from the store's files.



THIRD SOURCE of prospects came from manning kitchen in model home in which store had installed Frigidaire appliances. McMillan and wife, center, serve coffee and doughnuts to some of the over-1000 people who visited home.



NOVEL BUT EFFECTIVE closer was used by McMillan in selling among large group of families of Mexican descent. He offered them a griddle (valuable in Mexican-style cooking) which fits over large surface unit.



PITCH begins to take on more positive approach as McMillan switches his sales talk to merits of electric cooking and to features of particular line his store carries.



CAMPAIGN OVER, McMillan and Drum check prize catalog to select their awards. McMillan was one of highest ranking retail salesman in the campaign and earned 10,500 points by selling 12 ranges and seven water heaters.

Sales of over 100 sets a month prove for Barton-ville TV that the right kind of outside selling still produces volume, even in their 50% saturated Illinois area

Outside

Selling Still Works for TV

By N. BLEECKER GREEN

UTSIDE selling and the free home demo isn't dead for two young dealers in Bartonville, Illinois, just outside of Peoria. Working with time tested methods that would mist the eyes of many an old timer in the TV field, LeRoy Linsberg and Rob Weldron are using these two angles to move TV at an average of some 100 sets a month. Reaching a gross of \$185,000 for the first eight months of their current fiscal year, Bartonville TV hopes to hit the \$250,000 bracket this year in the greater Peoria area.

How They Do It

Working in an area where TV saturation already exceeds 50 percent even though two UHF stations got off to a slow start in 1953 the dealers are using an outside selling force of both men and women. Four are on full time, six more are on a part-time setup. All work on a straight five percent commission with a small draw. No specific areas are assigned, but sales manager Ray Peterson keeps a careful check through daily meetings and counseling, plus rigid control sheets on the complete inventory.

The women claim they have no particular advantage over the men in selling, pointing out that where they might gain a sale with the women-

to-women approach, they can lose it another place. But several of the women have washed laundry to talk to prospects, matching the fence painting of the men and the car washing episodes familiar to all.

Free Home Demo Is Basic

The free home demo, limited to a strict three-day basis, is worked with a permanent antenna installation. The basic reason for this is that the better picture the set gets, the better the chance of closing the sale. The additional psychological factor that it is harder to say no when the installation is literally nailed down.

Linsberg, who is the sales end of the partnership, works with three lines of television; Raytheon, RCA and Motorola. He keeps the store open from nine in the morning until nine in the evening, and he does this seven days a week. "We don't want to miss anything," says Linsberg. "If they decide to buy, we want to be in the store to make the sale."

Weldron, who runs the service end of the partnership, operates in similar fashion. Working with two servicemen and two installation men, he gives service on the same hourly schedule that the sales force operates. And his crew jumps both day and night to put in a demo that might close a sale. All sets are taken out of the cartons and tested before going out on an installation or on display in the store itself.

What Lies Ahead?

The future holds no rosy glow for the two young dealers, both of whom are well seasoned in the post war TV business. Realizing that their low saturation market, where few trades are taken and a high percentage of TV sales are on high end consoles cannot last, both Linsberg and Weldron are aiming for a more diversified business. White goods are becoming part of the picture, but only in a limited way. The Norge line of washers and dryers is now being carried, plus dehumidifiers. Air conditioning (Fedders and Mitchell) round out the merchandise, with fans being the closest approach to traffic items.



FOR YOUNG DEALERS WELDRON, left, and Linsberg, old ideas work best, a fact which is borne out by their sales volume.

AN OUTSIDE SALE IS A TEAMWORK AFFAIR



1 REVIEW OF possible leads and check of sets already out on demo opens the day for each salesman at Bartonville TV. Here, saleswoman Fern Cullen shows her call sheet to sales manager Peterson.



2 HOME CALL made at the suggestion of recent customer is the opening wedge for Mrs. Cullen, who uses folders of spec sheets to interest prospect in taking set on a three day free trial.



3 PHONE CALL arranging free trial is made direct from the prospect's home to sales manager Peterson who schedule's installation on master control sheet. Call from home impresses prospect.



PARTNER WELDRON checks out a 21-inch console in store's basement service shop. All sets are "cooked" before they go out on trial. Set must sell itself during three day demo so Weldron makes sure it is in good operating condition.



5 PERMANENT INSTALLATION for the free day trial is firm policy at Bartonville TV. It insures best picture possible and later helps with selling job since it is harder for prospect to say no when installation is nailed down.



6 IMMEDIATE CALL BACK is made after installation so that the salesman can be sure the prospect knows how to tune the receiver correctly. Details like this result in over 85 percent sales.



7 NEXT CALL BACK is made within three-day limit when Mrs. Cullen asks for order. If prospect doesn't buy set is pulled out. If sale is closed, financing is 15 percent down, balance in 18 months.



FINAL CALL BACK to see "how set is working" finds customer hanging out Monday wash. Mrs. Cullen gives her a hand and learns next door neighbor is in the market for a TV set.

END

The salesman that this picture shows making a cold canvass call is Thomas Grandberry. In Memphis, Tenn., he averages around \$1,000 in sales a week

But what makes Grandberry's story unusual is that he is representative of a growing group of . . .

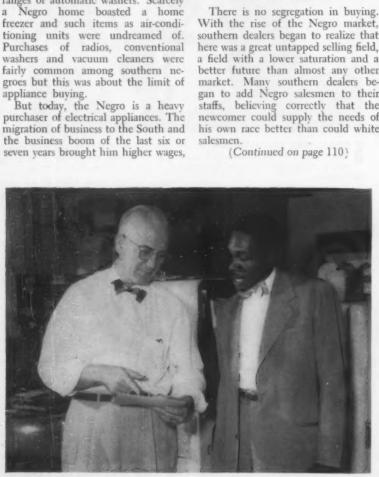
New Salesmen in the South

THE practice of adding Negroes to the sales staff is a comparatively new one below the Mason-Dixon line. It came into being with the rather sudden emergence of the colored population as a mar-ket for appliances. Until World War II, the southern Negro was not a heavy buyer of refrigerators, electric ranges or automatic washers. Scarcely

more gainful employment and a consequent better standard of living. He is a better credit risk. He has more money in both his savings account and his pockets than ever before. He lives in a better house and he demands more comfortable living and the equipment which will give it to him.

Market Is Enormous

With the rise of the Negro market, southern dealers began to realize that here was a great untapped selling field, a field with a lower saturation and a better future than almost any other market. Many southern dealers began to add Negro salesmen to their staffs, believing correctly that the newcomer could supply the needs of his own race better than could white



DEALER AND SALESMAN work closely together. Frank Freeman, co-owner of Collins & Freeman has confidence in Grandberry, has helped him develop into a sales leader in the community.





WORK IN COMMUNITY activities help's build Grandberry's reputation and provides him with important contacts. Above, he meets with a class of Sunday School students whom he teaches.



Van Wert, Ohio, where 11 appliance merchants recently proved that

Main Street's Dealers Can Work Together

Despite some skepticism, 11 appliance dealers cooperate with the Ohio Power Co. and the Saturday Evening Post in a promotion that requires customers to visit all 11 stores—and end up selling 152 major appliances in eight days

OING things together can often accomplish much that cannot be done by one person alone. Eleven appliance dealers in Van Wert, Ohio, found this out recently during the hot mid-summer months when they participated in a com-munity-wide promotion called "Elec-tric Servants Fair."

Sponsored by the Saturday Evening Post and the Ohio Power Company, the eight-day test promotion opened with a church supper and achieved cooperation among competing dealers that might well be practised in other parts of the country. The dealers moved a total of 152 major appliances off their floors; reporting sales increases from 50 to as much as 300 percent over the corresponding time last year. Store traffic boomed as much as 500 percent ahead in one case. Reaction of both dealers and the business community of Van Wert was excellent (see pictures). Several dealers, admittedly skeptical at first, were pleased at the results.

But the story of Van Wert and its test promotion goes deeper than the mere numerical success of the total sales. The real lesson of this Ohio town and the Post promotion is the problem of many towns across the country. How to keep the buying power in the local market place.

Van Wert, a country seat with both rural and light industrial background on the western edge of Ohio, is just about one hour's drive from nearby Fort Wayne, Indiana. Lima, Ohio, lies close by. Like many such towns, Van Wert loses a certain amount of business to the larger shopping areas. People were going to the neighboring shopping centers to buy merchandise they did not know was available at home. Dealers were losing sales.

The "Electric Servants Fair" helped focus consumer buying attention on Van Wert. Store traffic picked up during the promotion and it got people into the stores. It exposed merchandise available people to It helped stimulate traffic from some of the marginal rural areas. Once the ball was rolling, the dealers picked it up and went to work. They rescued shaky sales and created new

Building Store Traffic

The most successful angle behind the promotion was a bonus certificate card (each numbered) mailed to some 7,000 households on the local Ohio Power Company meter listings. Each card listed the eleven dealers partici-

When a customer with a card came into a store during the promotion, the dealer stamped his name alongside his store listing. When all eleven stores had been visited, the last dealer to stamp the card held it for the announced drawings. Thirteen major appliances (\$3,500 worth) were given away during the week.

As an additional incentive to get local shoppers into the stores, each dealer offered one traffic appliance as a door prize during the week. Chosing one number from the many cards mailed, the dealer would match this against the card of the shopper. If the two were the same, the traffic appliance was awarded right on the spot. Actual working of the door prize routine varied. Some dealers

MORE •

THE PROMOTION ITSELF WAS SIMPLE



THE ELEVEN Van Wert, Ohio, dealers who participated in the Electric Servants Fair sit side by side in cooperative harmony at Church Supper where the promotion was first announced.





TRAFFIC in stores during eight days of promotion was as much as 500 percent ahead of the same period last year. Each dealer gave away a small appliance as his share in promotion.



WINDOW displays of participating dealers were photographed at night and entered in contest sponsored by the "Post.

MAIN STREET DEALERS (continued)

merely asked the number of the shopper's card. Others placed the number somewhere in the store (as on the front of a refrigerator or on the traffic item as prize) and asked the shopper to "see if you can find it."

Both window display and in-store display were aimed at reflecting the electrical living theme. The People's National Bank displayed several appliances in its lobby during the week. Group demonstrations were arranged in stores with the help of home economists from both Ohio Power and dealers' distributors.

Initiation of the promotion, which was carefully thought out and planned well in advance, was sparked by Bob Mizen, Cleveland sales representative for the Saturday Evening Post. Working on his personal philosophy that advertising goes past the printed page, Mizen stated simply, "We aim to help sell appliances." Working with the help of all eleven dealers and the close cooperation of Ohio Power, Mizen considers the promotion a success. Now the Post is looking for larger test areas on which to try its "Electric Servants Fair."

DRAWINGS for prizes were held in the evenings on County DRAWINGS for prizes were need in the evenings.

Court House steps. Brass band drew crowds, little girl drew the winning cards from drum.





"A good thing. On first day we got 18 leads for washing machines. People found out where we are, what we have"—Bob Keyser, Keyser's Custom TV.

"We are getting increased exposure for our merchandise. No doubt about it, many sales came directly from the promotion"—Dick Pollock, Pollock Radio.



"I was hesitant about the promotion, but I was wrong, for it worked out with everything in our favor"—Clyde Bagley, Bagley Builders Supply.

DEALERS THOUGHT IT HELPED BUSINESS



"I was a bit against it at first, but it proved I was all wet. It got folks into the store that we never reached before"—Harold Book, West Lincoln Sales.



"It was the first time eleven dealers in Van Wert have walked down the Main Street arm in arm . . . for our own good"—Ernie Dustman, Dustman's.



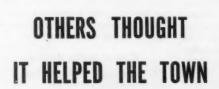
"Nice thing for the city. Not only benefits local retailers, but consumers as well. Has helped the community as a whole"—Mayor D. J. Underwood.



"We're on the wiring end of it. It will promote the use of electricity, which in turn will provide business down the line"—George Gorman, Gorman Electric.



"I think it's a good deal . . . It will stimulate buying through an increase in store traffic"—Jim Custer, loan manager, City Loan & Savings.





"If our dealers can increase business it makes employment and has a beneficial effect on . . . the economy of Van Wert"—Gaylord Leslie, bank president.

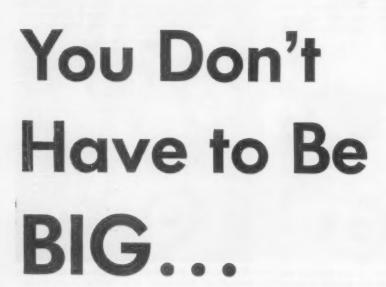


"I was impressed by frank statements of dealers at the start of the promotion and their willingness to work together"—B. H. Waitman, Ohio Power Co.

End



Watch your inventory; move every piece of merchandise in a specified length of time.



... to be successful, says North Carolina dealer Bill Wellon. He nets 14 percent on his overall business and gives credit for it to a set of five simple operating rules

By AMASA B. WINDHAM



RULE 2 Buy cautiously; avoid specialistics you can move in a specified period. Buy cautiously; avoid speculation by buying only what

ILLIAM WELLONS, owner and operator of Wellons Mercantile Co., in Dunn, N. C., is a small dealer. His trade area covers a radius of approximately 35 miles, about two-thirds of it rural and farming section. He has plenty of competition for the consumers' dollar but Wellons believes that despite the inroads and selling tactics of mail order houses, department stores and big time operators, the small appliance dealer is here to stay.

"You don't have to be big to be successful," he declares. "The small town dealer can make just as much, on a comparable basis, as the biggest operator in the business."

Bill Wellons' past record is pretty good proof he knows what he is talking about. At the NARDA meeting in Chicago last summer, Wellons re-vealed that last year he made a net profit of approximately 14 percent in overall sales on appliances, hardware, furniture and sundries-and of about eight percent in appliances alone. That, obviously, is good business in anybody's book.

How does he do it? ELECTRICAL MERCHANDIZING put the question directly to Wellons and here is his answer. The major factor in Wellons' success can be summed up as follows: First, forget the "rules" of salesmanship and sell on a personal basis, and second, sell every piece of merchandise in the store in a given period.

Inventory Control

Broken down for analysis, here are the methods by which Wellons gets top profits from the operation of his appliance business.

1. Intelligent movement of inventory. Wellons says the point here is to keep the merchandise needed but to keep a strict control on inventory. A small operator who knows his territory, can anticipate his needs within a two to four month period and buy accord-

ingly,
"I move my inventory eight times a
"and make it a year," says Wellons, "and make it a rule never to allow old models to remain on my floor for a long period of time. That means I've got to find a buyer for every one of them within a specified period of time. Thus, with my goal set, I know exactly what I have to do-and do it."

Wellons may buy enough refrigerators, for example, to maintain the sup-ply he needs for 60 days. Experience has taught him that he and his salesmen can sell this amount in the 60 day period and have no left-overs, so he sets this period as the time in which he must sell the entire lot. As the end of the 60 day period approaches, Wellons checks his stock. If it appears that he is behind schedule on his sales quota, then he goes to work to catch up on the schedule.

His first step is to turn his sales-men's concentration on moving the refrigerators-with spiffs or a bonus, if necessary. This usually does the trick but if it doesn't, then Wellons will resort to other methods to sell the stock, such as increasing trade-in allowances, running a clearance sale, or selling the item to a woman's club or school group at a cut rate and absorbing the loss as advertising cost.

Carload Buying Avoided

2. Intelligent buying. Except on certain promotions or seasonal items, Wellons avoids buying by the carload. He points out that if it is necessary to borrow money for carload buying, the interest paid will almost amount to the discount earned.

"Heavy buying is not advisable for the small dealer except in rare in-stances," he believes, "because unless his buying is on a 'sure thing', he can't



Advertise intelligently; utilize only that advertising which provides the best profit return.



Know your market; fit your sales pitch to the person-RILLE 4 ality of the prospective customer.

afford to speculate. Most small dealers' experience along this line has been that, more often than not, buying by the carload doesn't pay them enough to compensate for the time, work and

worry in selling it."
Wellons knows just about how much he is going to have to sell annually to break even, and at about what figure he can expect sales to turn into profits. He knows this because he has figured to a fine point just exactly what his operating expensessalaries, rent, lights, water, deliveries, etc.-will be. On the other hand, he has estimated as closely as possible what his profits will be on the merchandise he can sell. He also knows just about how much merchandise he can sell from a study of his old sales records, a knowledge of his customers' buying habits, a study of buying trends in his sales area, and a knowledge of the personal abilities of his salesmen

to reach the quotas assigned them. Advertising On Small Scale

3. Intelligent advertising. Wellons believes in constant advertising on a small scale, mainly to keep his name before the public. He has tried almost all forms of advertising and has found that full page advertising, except on special promotions, did not boost his profit return as effectively as smaller well-timed ads.

Wellons checks his advertising costs every quarter and screens it carefully to determine the most effective media. He will use radio plugs only, for example, for a period of say three weeks, then compare the results obtained with a similar period of advertising con-fined to newspapers only. He fre-quently asks new customers how they learned of his store or why they came in, and as frequently asks his old customers if his advertising reached them. "The best results I have obtained

from any form of advertising," says Wellons, "has been through the use of a five-minute radio program bulletin board. On it we announce free any item of local news interest to the listening audience such as church meetings, civic club meetings, funeral notices and similar items. It keeps our name constantly on the air and at the same time provides a useful service to the community."

Wellons believes firmly in utilizing the aids which manufacturers offer in the way of display advertising. They are originated by experts, they dress up a store floor or window attractively, they deliver a sales message, they help sell appliances and they are free. What bigger lift to his advertising budget could a small appliance dealer want, asks Wellons?

He Knows His Customers

4. Intelligent selling. Wellons thinks it is more important that a small dealer know and understand his prospective buyer than it is to be well trained in the art of salesmanship.

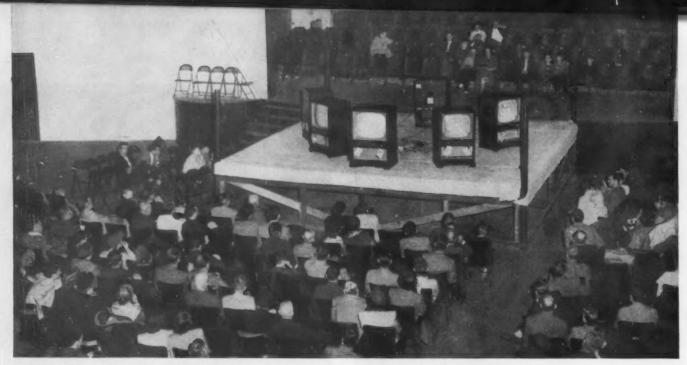
"We sell farmers and rural residents for the most part," he explains, "and there are no set rules under the sun by which you can sell this type of cus-tomer. You find yourself doing all sorts of unorthodox things to make the sale—everything from sitting down with him and whittling on a piece of wood, to driving up to his house and simply announcing you've brought him a new refrigerator and asking him where he wants it. I have sold appli-

ances by both methods."

Naturally, most of Wellons' customers are old ones who have dealt with him over a long period of years, but he continually goes out for new ones. He knows that demonstration is the basis for most new sales and that his salesmen must be prepared to ex-(Continued on page 114)



Offer free service, but offset the cost of this operation by sale of parts and merchandise.



SERVICE GIMMICK: When last fall's Kentucky-Tennessee football game turned into a sell-out, Pieratt set up six 24 and 27 inch sets in a local auditorium, invited townspeople to watch game on TV. This promotion produced some immediate sales, and a great deal of good will for the store.



QUALITY GIMMICK: Prospects are urged to inspect parts used by Pieratt's installation crew and to compare them with cheaper materials. Customer can quickly understand what he's getting for his money when he buys from Pieratt.

One Gimmick After Another



AD GIMMICK: Testimonials from satisfied set owners are recorded on tape by the local station for use on Pieratt's radio spots. Technique keeps interest in commercials high and provides local touch for ads.



STORE GIMMICK: Pieratt took on the Dage camera for sale to industrial customers but found it a useful device in demonstrating sets to other prospects. Customer above gets an idea of how he looks on the set which he is considering.

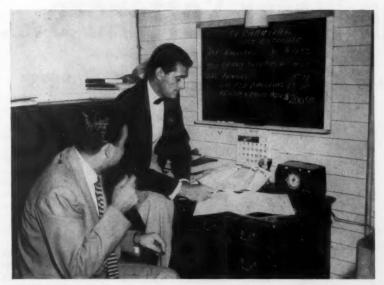


AMBITIOUS GIMMICK: When local chamber of commerce decided not to sponsor annual arrival of Santa Claus in Lexington, Pieratt took over. After welcoming parade, Santa made nightly and all-day Saturday appearances in Pieratt store. The result: the biggest December in the firm's history.

That's the formula Frank Pieratt of Lexington, Ky., has used to sell TV in a fringe market where sales don't come easily. The result: even in the off season Pieratt sells at least 45 sets a month



DOOR GIMMICK: Salesmen make calls on neighbors of customers who have just purchased sets. They carry a tuner in their hand, find that the prospect can't resist asking "What in the world is that thing?" Pitch on tuner and set follows.



CARNIVAL GIMMICK: Costs for a TV carnival in the store are worked out by Pieratt (dark coat). Because he is selling in a fringe area, Pieratt feels that one promotion must quickly follow another to keep up public interest.



TRICKY GIMMICK:Direct mail piece on pink stationery was sent out in February, opened with: "Dearest, Why haven't you been by to see me?" The letter aroused comment all over town, boosted sales 30 percent during slow month.

End



to try to sell a prospect a water softener right on the sales floor. The salesman can't know enough about the prospect's problem to make a convincing sales talk.



to sit down in the living room with the husband and wife to discuss the problem. Relaxed surroundings and lack of such distractions as television create an attentive audience.



to talk about such things as this polyphosphate feeder while WRUNG
the prospect is in the store. Home demonstration should always precede this type of sales talk.



to show how much more soap or detergent is used when water is hard. This is a sure fire method of pointing up the economy angle

If You Want Volume in Water Softeners...

say partners Paul Carl and Dale Sigafoos of Ashland, Ohio, avoid the WRONGS and observe the RIGHTS

THE sale of water softeners has become a profitable line for partners Paul Carl and Dale Sigafoos in their Ashland, Ohio appliance store.

Carl, a former furniture salesman, and Sigafoos, an ex-service station operator, opened their store just two years ago. Although neither one had previous experience selling appliances, both were convinced that sound selling techniques mixed liberally with common sense would pay satisfying dividends. Selling water softeners, they found, is not the easiest job in their business, but by carefully sepa-rating the "do's" from the "don'ts" they have worked out a selling system own particular household problem. This, thinks Sigafoos, solves only

Hit the Road

Water softeners aren't sold on the show room floor, says Dale Sigafoos, who handles outside calls. He thinks the greatest mistake a dealer can make is to go into a "sales pitch" with nothing but store displays to back him up. "Get a good water analysis first," he says, "so you know what you are talking about. Then you're in a position to intelligently recommend a softener to the prospect and explain what it will do in terms of his or her

half the sales problem. Next, the salesman must get prospects in the right frame of mind, relaxed and attentive, with no outside distractions. Most calls are made in the evening and he tries to time his appointments after the housewife has had a chance to clean up her kitchen and put her children to bed.

"Most women are embarrassed to have a salesman see their untidy kitchen," says he, "and children can be the biggest hindrance of all. I like to get the husband and wife together so there's no question of waiting for one or the other to make a decision. Then I get them seated comfortably in the living room-with no radio or television turned on to steal the show -and I outline their water problem as I see it based on the laboratory report of a water sample.'

When he is sure the prospects understand fully the workings of a water softener and what it will do for them, Sigafoos adjourns to the kitchen where he hooks up a portable softener. He

(Continued on page 118)



WRONG to have the prospect bring in a sample of water. The salesmen can't possibly be well-informed without the help of a prior chemical analysis.



RIGHT to get a sample of water to be laboratory tested before making a sales presentation to the prospect. Armed with this information, the salesman can discuss the prospect's problem in detail.



WRONG to call on the housewife unannounced. She's probably alone and the demonstration will have to be done again for her husband. Untidy kitchens sometimes cause embarrassment.



RIGHT to demonstrate equipment in prospect's kitchen under the proper circumstances, and preferably with the man of the house on hand to hear the sales pitch.



WRONG to try to combat a television program and small fry while making a sales presentation. Nobody hears or cares much what the salesman says.



RIGHT to show the housewife how easily soft water makes suds and how easy it is on her hands. An especially good selling point for most women are appearance conscious.



AT LEAST EIGHT mailings a year are sent out to homes in and around Glen Ellyn, Ill., by dealer Elmer T. Young, who writes much of his own copy and believes that the same amount of advertising in newspapers would be prohibitively expensive.

Direct Mail Is His Dish

When a direct mailing will sell ten freezers for a little less than the cost of salesmen's commissions its usefulness needs no more proving. That's why Elmer Young of Glen Ellyn, Ill., spends his money on it, covering a 700 square-mile area with mailings as large as 75,000 pieces

If it were not for the housewife's overwhelming, never-ending interest in the cost of things her family eats, particularly meat, Elmer L. Young might not be using direct mail

For his messages ride on the interest generated by weekly grocery prices.

It is no secret that women eagerly snatch from the mail box anything that helps them with the everlasting feeding of their families. Mr. Young discovered this when he opened a locker plant, and started buying, cutting and freezing—not butchering—aged and high class meat in a community that had seen too much of the canner cow variety.

Today the Freeze-Rite Locker & Sales Company of Glen Ellyn, Ill. (pop. 9,533) has an estimated 1,800 members of its food plan, who pay \$60 or \$40 a year, depending on the size of the family, and are said to save up to 25 percent on their food purchases. The plant has 1,089 lockers, but today the number of customers who own their own freezers dominate.

Mr. Young came to Glen Ellyn from General Electric Supply Co. to liquidate a dealership 21 years ago, but remained to be an appliance dealer himself. Walk-in freezers which he obtained and installed for the Chieago Tribune's Colonel R. R. McCormick and financier Arthur H. Cutten interested him in the possibilities of this

business, and swung him into frozen

Two thirds of the firm's volume is done on frozen food and meat and the balance on appliances, including television.

Keeping in Touch with Customers

Usually when a customer buys an appliance, he is off the market for a long while, Mr. Young points out. Food, which needs to be replaced, keeps him coming into the store regularly, and exposes him to the sale of some other appliance.

Besides its supply of ready frozen products, the locker plant will cut up and freeze anything the customer wants. Mrs. Ed Hurley, widow of the late Thor president, has called to watch porkers from the Hurley farm processed. Customers shop cafeteria fashion for items their own home freezers do not provide. There is parking space outside. Mr. Young buys prize beef from the International Livestock Show for his customers. In addition he has a blackboard which tips them off to good market buys.

Mr. Young usually writes his own copy for his direct mail, has it run off and addressed by a local letter shop.

What direct mail can do is take the place of salesmen. Let us consider a mailing of 25,000 which cost \$771.25. It brought in twenty-five prospects, of whom about ten were sold Philco freezers, averaging \$425, a total of \$4,250 in business from the mailing. If salesmen had been paid 10 percent commissions, that would come to \$425. Inasmuch as Philco paid for half the mailing, the cost to the dealer was \$385.62, which means that direct mail virtually took the place of salesmen.

Mailings of 25,000 are common and even 60,000 has been reached, even though Glen Ellyn has no more than 2,200 families. Mr. Young realizes that what he has to offer is exceptional enough to bring in prospects from all over Dupage County. He has to stop the commuters as they scatter to their homes.

Not long ago the firm mailed 75,000 pieces of Philco promotion to rural and urban families on the Reuben H. Donnelley Corporation's Dupage county mailing list, some families living 30 miles away, covering a 700 square mile area.

Direct Mail on Pay Day

Some of the most effective mailing pieces used by Freeze-Rite are written by Mr. Young himself. "I don't believe there is any secret to writing good copy," he says. "We simply give them the facts. We tell them what we have to sell, list the selling features and include the price. The price we quote is the price delivered, including all taxes and extras. I want

our prospects to know how much it costs to get an appliance into the home and in use—not what it costs to look at a demonstrator on the floor. Too much advertising copy is filled with gimmicks and tricks, and this works against all advertising.

Timing of direct mail copy can be vitally important, Mr. Young believes. "We send every mailing piece so that it will arrive just before the 15th or 30th of each month (pay days)—and we never mail during July and August because one third of the people are gone on vacation. Typical mailing schedule calls for mailing in January, March, April, June, twice in October and November.

Experts in the direct mail field

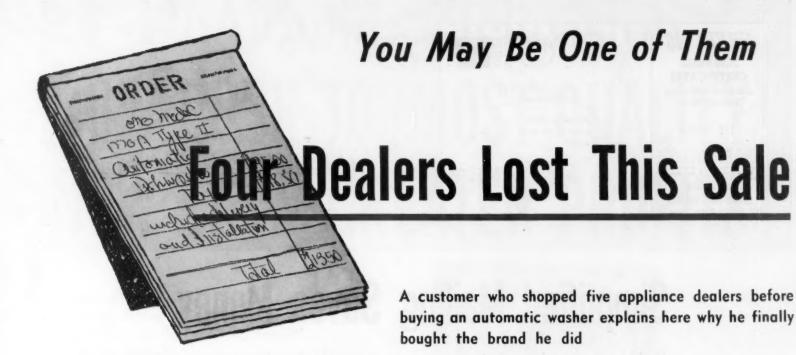
Experts in the direct mail field think the medium is due for a renaissance, thanks to salesman shortage.

In practically every town a retailer can get multigraphing, planographing or letter press work for his direct mail. Multigraphing is cheapest, costing from \$2 to \$3 a thousand. Letter press will run around \$10 per thousand for printing and paper, plus additional for composition and plates. Planographing is cheapest on big runs, and ducks plate costs.

Lists of prospects can be compiled

Lists of prospects can be compiled from customers who come in the store, from sales slips, and directories that give names by streets. Dealers who have kept records of their cus-

(Continued on page 122)



PPLIANCE dealers often wonder why they lost a sale. Customers seldom present the real reasons when they are asked. But all dealers realize how important it is to know why a competitor made the sale and they failed.

It's equally good business to know what factors influenced the actual sale we have made. If we know all of these we can put them to good use in creating additional sales. That too is difficult to ascertain.

Here's one case history the writer believes should be of interest because as a customer he approached his problem of purchase objectively and for the very purpose of this article made a detailed study of his own experience from both the customer and dealer standpoint.

The Situation

Background first . . . and the more we can know of that in each individual prospect's case the easier it will be to approach the selling problem. Often, factors in that background have a great deal to do with a sale and this case was no exception.

Our family of six moved from one city to another. We brought with us refrigerator, stove, automatic washer and dryer all of one make because we had been sold for years on that manufacturer's product and the services of one of the finest appliance dealers we had ever known.

The automatic washer required connections in the new home. We visited the dealer to have this done. Our reception was cold and disinterested. No effort was made to welcome us or to get acquainted. But three days later the service man did call and make the installation; the service man should have been in the dealer's shoes from the standpoint of his ability to leave a favorable impression.

In subsequent weeks the older

washer began giving trouble. Calls for service never found any ready response but having been in touch with the trade for many years we could understand. Finally service and repair costs reached the point where it was wiser to buy a new machine than continue.

Last Try

First, however, we called once again for service. We received the usual explanation of delays. With four youngsters in a family, (and this dealer knew of it) a housewife cannot get along with too long a period of uselessness of her automatic washer. She kept calling . . . until seven days had elapsed and she became desperate.

"Look," my wife told the dealer over the telephone, "this has gone far enough. My husband and I have decided we must do something about it. We're going to start looking around for a new machine . . . if you want to come out and check ours come ahead."

Within the hour this dealer, his salesman and the repair man were on the spot! As a customer we wonder what the dealer would have said if we had been in his place?

We were informed that the motor would have to be completely overhauled or replaced at a cost of \$30 to \$35. Unfortunately for this dealer the writer happened to know something about electric motors and knew this particular unit could be replaced new for around \$18.50. But still we were so sold on this make of automatic washer that we asked for a trade-in bid on a new washer. This particular unit lists at \$299.95. quoted \$59.95. No further effort was made to sell us.

Even with the handicap of very bad service, selling effort on the part of this dealer might have brought results. None was made.

In the meantime, for the first time in many years, we started shopping around among other makes. We were still sold on the brand of washer; very sold. In the past we would not have even thought of "shopping." Here is what happened with the

other dealers we visited.

Dealer A-Another nationally known big name brand. List at \$299.95. We explained that we were in the market for a new machine; told the salesman what we had and why (the extremely bad service angle) we were interested in his line. He had a machine connected on the floor in a very beautiful sales room. The salesman gave a very sincere and fact filled demonstration of his unit. He accepted the service challenge and went to great lengths to impress us with the service reliability of his firm. We accepted literature on the machine and asked that he call and make a trade-in bid on the old machine. That afternoon he did so. His first query was as to how much the dealer of the machine we had offered. He set his allowance first at \$60 and then at \$75 before he left.

Dealer B-Also a big name brand at \$299.95. A good demonstration of his machine in the store with dirty towels. He touched over service lightly but assured us they offered the best. On a visit to appraise the trade-in machine he also asked what the original dealer bid (like Dealer "A' he explained this might give him an idea of what was wrong with the unit) and set his figure at \$60. Within the hour he called back and offered a

ten percent discount from list if we would keep our old washing machine

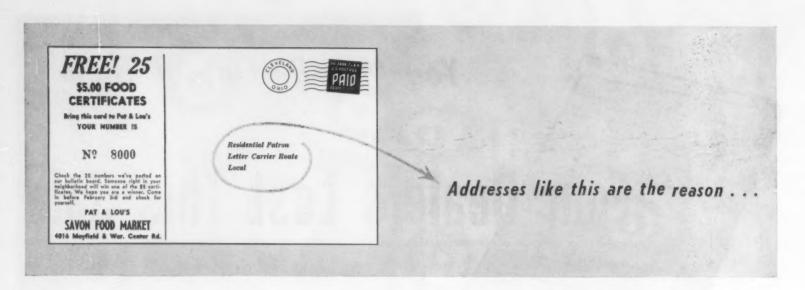
Dealer C-His machine listed at \$329.95. His demonstration talk was elaborate and thorough although no store demonstration facilities available. He dwelt at length on mechanical features, the reputation and experience of the manufacturer, cited names and addresses of local users whom he urged us to call. He also urged us to allow him to put a machine in our own home on up to ten days demonstration without any obligation whatsoever. On the visit for appraisal he made a very thorough test of the old machine; never requested information of what others had bid and set his trade in allowance

Dealer D-His machine, listed at \$309.95, has a reputation of exceptional high performance and one my wife knew quite well. His sales efforts were built on his conviction that his machine was the only one on the market and no other approached it and hinted that if we had any brains at all we would not even look at another. Almost no demonstration or presentation of facts on why this make was so good was given. On the appraisal call he set \$25 as the trade-in allowance

"You're way off the figures of the rest of the dealers," was our response.

Yes, but I'm not trying to sell you a pile of junk," was his answer, "so I guess it's no use trying to talk to you folks. But you'll be mighty sorry (Continued on page 126)

Editor's Note: The author of this article is a professional writer who prefers to remain anonymous because of personal friendships with some of the dealers involved. Except for the fact that he has written some articles about the appliance industry, he is an average consumer—and his reactions may prove useful to dealers in understanding how a customer looks at a sales pitch.



Simplified Mailing Saves Money

Under new postal regulations you can now send advertising messages

- to precisely the people you want to reach
- without using costly mailing lists
- without addressing each piece individually
- without the wastage of undelivered returns
- for 28 to 40 percent less than such a mailing would have cost you previously

T used to be that the postman only rang twice, but today he's ringing a lot more often—and all because of a new advertising plan conceived, curiously, by the postoffice itself. Any dealer who sells and services electrical appliances can use it, and if he uses it right it should bring new customers and make better customers out of old ones.

Perhaps you've been carrying on an aggressive advertising campaign all along. This new plan will enable you to do it more economically. Or maybe you feel you can't afford advertising, or that any promotion you undertake must be on a limited scale. The new plan may change your mind. It will work whether your store is large or small and regardless of its location. It involves no fuss, no bother, no clerical expense. All you need is a new partner-and he doesn't demand a cut of your gross or a say in your policy. He's your mailman.

New Ruling

Late last summer the U. S. Postoffice issued a regulation that for the first time in 20 years makes it possible for you to mail advertising matter to city people under the system that formerly applied only to rural boxholders. Nationally some 80,000,000 people are affected. As a result of the ruling, known officially as "Order No. 55337 amending section 35.10, Postal Laws and Regulations," you can put your sales message into the living room of every one of your prospective customers at an unprecedented low cost.

Like most federal prose, the order is written in complex governmentese, which may explain why so many businessmen, including electrical appliance dealers, are only now beginning to realize its potentialities. The plan itself is actually quite simple—and extremely profitable. A similar system has been in operation in Canada for many years; Canadian businessmen swear by it.

What It Means To You

It means that now you can send an advertising appeal (it can be a simple postcard or an envelope with multiple enclosures) to precisely the people you want to reach even though you may not know their street addresses, or even their names. You no longer need a mailing list. You don't have to address envelopes. All posting chores and costs are a thing of the past.

Moreover, there is no waste. Let's say the great bulk of your customers live within a one-mile radius of your

store. You instruct the postoffice to deliver your mail to each resident served by the postal routes in that territory. People who live outside the area, and therefore aren't prospects, won't be served.

Dramatic savings are possible. On the average a mailing list costs about \$15 per 1,000 names; addressing costs run another \$5 per 1,000. Both are eliminated. (If you have undertaken individual mailing before you can count up your own cost, both in terms of money and time.) The American Printer estimates that costs under the new simplified mailing plan range from 28 to 40 percent less than costs under the old system of individual mailing, depending on the number of inserts, size and quality of paper stock, number of addressees, etc. But no matter how you look at it, it's a big advertising bargain. And the best part of the bargain is that today the postoffice does a lot of the work that you used to have to do yourself.

Suppose you want to feature a weekend special or announce a new repair service. On Monday or Tuesday you give your copy to your printer. On Wednesday you take the completed job to the postoffice. On Thursday the mailman goes to work (in practice, delivery is usually within 48, and often within 24 hours). The time factor, though, isn't the important thing; what really counts is the economy which the new plan makes possible.

How To Use the Plan

How can you as a dealer take advantage of this bonanza? It's easy. Only three steps are necessary, and Step 1, the most bothersome, you have to take only once.

Step 1: Go to your main postoffice and ask for the sectional maps of your town showing postal routes and their members. (If you employ an enterprising printer, he'll do the job for you.) Your object is to discover the route numbers within your effective customer area. The number of maps varies, of course, with the size of the city; in Cleveland, for instance, there are 30. They aren't for sale and you can't borrow them. You must consult them on the premises, but the effort is more than worth the trouble involved and after all, you only have to do it once.

Each mail carrier's route is designated by number. So by studying the maps you can find the route numbers in the neighborhood of your store. While you're at the postoffice ask for (Continued on page 134)

Du Mont Quality Television NOW PUSH TOPMOST QUALITY! NOW EARN GREATER PROFITS!

Sell up easily - to the lowest priced line in the history of famous Du Mont quality! Your customers will be proud to own a Du Mont Quality Teleset*!

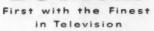
Sell up profitably - because every Du Mont Teleset in the new line carries competitive dealer discounts.

Sell up smartly-because Du Mont reliability and Du Mont turnover give you faster sales.

Sell quality features in every DuMont Teleset! All-wood quality cabinets in authentic styling. Exclusive combination of new Du Mont Super-Lumenized Picture Tube and Super Quality-Controlled Chassis designed together for longer, finer performance.

Remember-in color television also, Du Mont is a pioneer and leader!

There is only one





VISION is the Du Mont Dimension!



YOUR **FRANCHISE** MORE VALUABLE

Phone your Du Mont Distributor for full details, or write to: Division, East Paterson, New Jersey. Canadian Affiliate: Canadian Aviation Electronics Ltd., Du Mont Television Division, Montreal, Canada.



The 21-inch Du Mont BRADLEY Contemporary styling in walnut, mahogany or limed oak grain finish. Matching consolette base optional.



The 21-inch Du Mont WINSTED

Contemporary styling in walnut, mahogany or limed oak grain finish.

PRICES PRICES
INCLUDE
full-year picture
tube Warranty,
90-day parts
Warranty,
Federal Excise
Tax, built-in

*Trade Mark

How to Make Home Trials Pay Off



SELLING THE TRIAL Ads are slanted primarily at the housewife. The copy mentions free trials.



Hard but careful sales pitch is used by partner Beckerleg. Store is careful not to make extravagant claims which might lead to dissatisfaction once unit is installed. In addition, careful credit check is made before trial is scheduled.



Complete home demonstrations are staged shortly after the installation has been completed. These demos cover everything from sorting clothes to proper setting of dials.



CONVERTING THE TRIAL Proper installation is a must for satisfactory trials. Every trial installation is considered a final sale and no temporary installations are ever used.

HANCES are better than 99 to 1 that the customer in these pictures will buy the washer which is being installed in her home on a free trial basis.

Those odds are based on records kept by Maxwells' in Oakland, Calif. The store has fewer than one-half of

What's behind this remarkable record? There's no simple answer, says Harry Lacey and Beck Beckerleg of the store. They've concluded that to make home trials pay you have to do a number of things and do them all

one percent of its trial washers re- well. For convenience, they've summarized their technique this way:

Advertising. Stress low price, easy terms and free home trials at no obligation in community newspaper ads and slant the copy primarily at the housewife. Radio and TV spots are used to a lesser extent.

Display. Prominent displays of merchandise currently being promoted for free trial is scheduled for each of the firm's four stores.

Selling. Use hard but careful sales-manship. One step in avoiding returns is care not to over-sell the unit. Stress everything the unit will do but don't go overboard with lavish praise and claims which may lead the customer to expect more than she should from the unit.

Credit. A credit investigation is an obvious step in avoiding costly returns. The customer is signed to a contract which goes into effect after 10 days. If the credit rating check shows doubtful or poor credit standing, the contract is cancelled and no delivery is made.

Installation. Automatic washer sent out on the 10-day trial is regarded as a final sale. This means there's no such thing as a temporary or makeshift installation pending completion of the trial. Installation mechanics are told to put the washer in a stationary position as a permanent addition to the kitchen or laundry room, even if it may require an extra faucet or two. This pays off two ways, says Lacey. First, it satisfies the customer, keeps returns down. Secondly, it avoids installation callbacks.

Demonstration. A qualified Maxwell representative makes this call, does a complete laundry for the housewife, makes sure she understands and re-members a list of "do's and don'ts" which will mean a full and productive life for the washer. This is a further deterrent to returns, and a fertile breeding-ground for immediate or future leads.

No Corner-cutting. This is the only negative point in the Maxwells program. Any attempts to avoid complete application of the above policies can only lead to a crack or complete breakdown in a profitable free-hometrial system, Lacey finds. Absence of complete selling, demonstration, and installation is a false economy the store will not practice.

Returns. No matter what you do you're going to get a washer back once in a while, Lacey and Beckerleg admit. In such a case they accept it in a matter-of-fact manner without griping or any unpleasantness. "Nine times out of ten we can anticipate that she'll return for that washer in a month or two," they agree. "And even when the return is final, chances are she's told her neighbors about our fair treatment."

That's how it goes at Maxwells. Even the one customer in 200 who returns a washer is looked upon as a walking testimonial of Maxwells' "no-strings-attached" policy on home trials.

20,000,000 PROSPECTS WILL READ ABOUT 777/consider BLENDORS IN...

This fall sell WARING – America's leading blender – 2 speeds in all but one model – prices from \$38.95 to \$43.50 . . . including chrome.

McCALL'S • CORONET

SUNSET • ESQUIRE

BETTER HOMES & GARDENS

GOOD HOUSEKEEPING

LIVING FOR YOUNG HOMEMAKERS

NEW YORKER

SPORTS ILLUSTRATED

NEW YORK TIMES MAGAZINE

WARING BLENDOR

The most famous name in food and beverage blending...and no wonder! Waring is easier to use... easier to keep clean! A perfect "pusher" for your big gift-buying season...so unique and yet so practical. Makes "impossible" recipes easy... purées baby foods... fashions delicious cocktails and gourmet sauces. Remember, if it isn't a WARING, it isn't a BLENDOR.

It's the Biggest, most powerful Ad Blast for Waring...ever! And right at the height of your biggest Selling Season! Designed to bring customers in...looking...asking...buying more and more WARING BLENDORS... WARING MIXORS... and DURABILT irons! Every dealer should have ample stock on hand of the beautiful WARING BLENDOR line for the big fall and Christmas gift markets.

WARING HAND MIXOR

A portable 3-speed mixer that does just about everything a big stationary mixer can do! Handy thumb control for right or left-hand use. Goes anywhere...counter top...table...store! Beautifully styled and retails for just \$19.50.



DURABILT TRAVEL IRONS

Brilliant new styling with the features your customers are looking for! Full-size ironing surface... folds to $1\frac{1}{2}$ inches high... easy to pack as a book ... weighs just $2\frac{1}{2}$ pounds!

"COMPANION" Model 402, Heat indicator for variety of fabrics. AC-DC, retails, \$8.95.

"CONTINENTAL" Model 505B with special adapters for use by travelers everywhere, retails, \$12.75. For the home—the DURABILT Fully Automatic folding iron, Model 193 with complete heat control...750 volts, retails \$10.75.



WARING PRODUCTS CORPORATION A Scholding of Gloude Need, Inc.

New Legal Decisions

"Why do courts allow higher damages than awarded a few years ago?"

"For how much is a seller liable if he breaches a sales contract?"

"Can the purchaser get damages from the manufacturer of unsatisfactory merchandise which was purchased from a retailer?"

"Under what circumstances is a seller liable on an implied guarantee and is such a guarantee effective on used merchandise?"

"Is a minor responsible on a contract of sale?"

"Is a contract valid which specifies the amount of money to be paid a seller if the purchaser breaches the sale contract?"

By LEO T. PARKER

Attorney at Law

AN official of a corporation asked this question: "What is the reason the courts recently allow higher damages than awarded a few years ago?"

The answer is: The dollar is worth less.

For illustration, in Enyart v. Santa Company, 241 S. W. (2d) 268, it was shown a metal electric advertising sign fell on a pedestrian

shown a metal electric advertising sign fell on a pedestrian.

Although the pedestrian is 72 years old, the higher court awarded her \$15,000 damages, saying:

"Plaintiff was seventy-two years of age when injured. Prior to her injuries, she was an active, cheerful woman, doing all of her housework and the gardening. The rule of reasonable uniformity of verdicts is a sound and desirable one."

Of course, if a damage verdict rendered by a jury is excessively high the higher court may reduce the damage allowance.

For comparison, see Summa v. Morgan Company, 165 S. W. (2d) 390. Here the jury awarded \$25,000 damages but the court reduced the award and allowed \$17,500 damages for an ordinary injury.

Also, see Hoff v. Wabash, 254 S. W. 874. Here the court reduced the jury's damage award of \$41,500 to \$20,000.

Of course, in all these cases the injured persons were relatively aged. The life expectancy of the injured person is a very important factor when determining the amount of damages allowable by a higher court.

For example, in Trowbridge v. Abrasive Company, 190 Fed. (2d) 825, one Trowbridge was 44 years of age when he was seriously injured when an electrically operated wheel broke. The testimony showed that Trowbridge was permanently disabled and was hospitalized for fourteen months suffering extreme pain. The jury originally awarded \$150,000 but finally the damage allowance was reduced to \$126,-182. The higher court approved the verdict, saying:

"We need not decide whether the verdict is excessive, for this court will not substitute its judgment for that of the jury or the trial court. A careful study of the evidence of damages in the record has failed to convince us that this verdict was so grossly excessive as to justify reversal.

In all of these cases the higher courts explained that the present value of the United States dollar is considerably less than it was a few years ago, therefore, the present damage allowances must be necessarily higher.

Seller Liable in Damages

Another dealer in electrical equipment asked this question: "If a seller breaches a sale contract what amount of damages may he be held liable to the purchaser?"

According to late higher court decision a seller who breaches a valid contract is liable to the purchaser for the full finacial losses caused the purchaser by the breach.

For example, in Crumley v. Walter M. Ballard Corp. 224 Pac. (2d) 455, the testimony showed facts as follows: The owner of a motel gave a contract to a contractor to install an air-conditioning system. After the job was completed the owner sued the contractor for heavy damages claiming and proving that the air-conditioning unit would not operate as guaranteed by the contractor.

Although the contractor offered several apparently good excuses, the

higher court held the contractor liable to the owner of the motel for \$18,500 damages, the higher court said:

damages, the higher court said:

"The trial court found as a fact that the failure of the air-conditioning system to perform satisfactorily was due to the faulty design and plans supplied by appellant (contractor). To get that which it was warranted to him (purchaser) that he would receive he reasonably and necessarily expended the additional sum of \$18,459.55."

Purchaser Sued on Contract

A reader asked this question: "Can the purchaser get damages from the manufacturer of unsatisfactory merchandise, if he bought it from a retailer?"

According to a late higher court decision, a dissatisfied purchaser must prove positively that he returned the subject of the sale to the original seller, otherwise he cannot recover a favorable verdict. This is so although he returned the unsatisfactory merchandise to the manufacturer from whom the retailer purchased the appliance.

For illustration, in Goers v. Lor-(Continued on page 138)

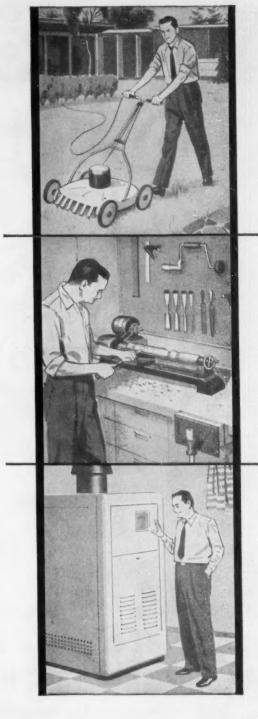


THE MAINSTAY OF YOUR BUSINESS-

is a satisfied customer! And it's easy to keep your customers satisfied when you use Packard Electric motors in your product. These dependable motors have a world-wide reputation for long life and trouble-free operation... qualities that assure customer satisfaction. You benefit in two ways when you standardize your production with Packard Electric fractional horsepower motors. First, you have the Packard Electric name working for you in gaining customer acceptance. Second, you have the Packard Electric motor working for you in gaining customer satisfaction.

A COMPLETE LINE OF
RUGGED FRACTIONAL HORSEPOWER APPLIANCE MOTORS

GNEAL MOTORS CERCENTAL MOTORS CONTRACT OF TRADE MARK





Packard Electric Division, General Motors Corporation, Warren, Ohio

FROM THE WORLD LEADER IN CLOCK-

G-E Calendar

Opens up whole new markets!

Everybody wants to know what day it is... what time it is. They're the two most frequently asked questions in the world. And G.E. is first to provide the answers with a brand new idea in clock-radios. This entirely new kind of radio with calendar feature opens up new markets. Its novelty and usefulness make it especially appealing as a gift item!



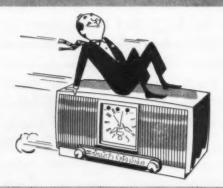


Sales pepper-upper!

Gives your radio business a shot in the arm. Stimulated by advertising in national magazines and on television and radio, Calendar Clock-Radio customers walk into your store pre-sold.

A natural for store traffic!

It's something new to advertise. Something to talk about. Something new to display. Build your promotions around this novel development of the world leader in clock-radios...G.E.!





8 features to demonstrate!

Every dealer loves demo merchandise...something customers can see, feel, watch in action. G-E Calendar Clock-Radio gives you eight different features to demonstrate. Call or write your G-E Distributor now. Plan to stock and push this newest and best from G.E.

General Electric Company, Radio & TV Department, Syracuse, N. Y.

Clock-Radio

Now tells day and date!

- whispers you to sleep. Volume can be set low at retiring—turns itself off automatically
- wakes you to full volume. Fullmusic alarm automatically resets to higher volume
- starts coffee maker and other appliances
- wakes you to phonograph music (has phono plug-in)
- has Buzzer Alarm for real sleepyheads
- it's a fine radio
- it's a famous clock (G.E.'s own!)
- and it's a calendar!



Progress Is Our Most Important Product

In ivory (Model 578) or mahogany (Model 577) G-E Calendar Clock-Radio retails for \$44.95. Slightly higher in the West and South.

GENERAL



ELECTRIC

The Off-List Revolution

(Continued from page 62)

MERCHANDISING and General Electric together, and a picture of some of the underlying factors responsible for the huge volume done by off-list outlets, including so-called legitimate appliance outlets, begins to emerge. Certainly this honest facing of the facts will achieve more than slinging adjectives!

There is too much self-deception; too much hypocrisy; too much selfadulation; too much double talk and too much double dealing, in contemplation of the fundamental problem

of off-list retailing.
Yet the gigantic Sears knows that the off-list trend cannot be dissipated with rhetoric. Said Chairman Houser of Sears: "Whether the discount house will force an adjustment on our part only time will tell. The pressure is in that direction. I suspect that it will have some effect in the long run."

Somewhat more outspoken is Edward Gudeman, merchandising v.p. of Sears. Said he, in direct reference to the off-list operation: "A change is coming in the United States. Markups of major appliances and electric housewares will tend downward. The only way to meet that competition is to meet it."

So let's not discount the discount operation—in all of its manifestations, traditional and nontraditional. That's just as silly as concluding that the off-list operation will gobble up all retailing.

Instead of making either error of approach, let's look at the discount operation dispassionately.

Willing Public

And let's start with the public's attitude.

It is obvious, and yet necessary to point out, that a population of more than 160,000,000 can hardly be poured into a single mold.

But insofar as it is safe to generalize with regard to the public, I think the following is a fair statement of public attitude toward off-list shopping:

1. The off-list operation was not foisted on an unwilling public.

2. On the contrary, considerable segments of the public have—for decades—sought out off-list privileges.

3. These segments of the public have expanded greatly in recent years, as indicated by the statistics with which I started this article.

4. Our younger generations—particularly those who have been brought up in the food-super atmosphere with its off-list promotions on appliances, other hard goods, jewelry, soft goods, toys, etc., etc.—are especially open minded about off-list offers. Self-service and self-selection have also played a role, since these twins have conditioned the public to an acceptance of less service at retail.

5. The public, generally speaking, looks for what it considers to be "values." It always has. That is precisely why practically all advertising by department stores, by drug chains, by food supers, by variety chains, by Sears and Ward, harps and harps and harps

on prices; on mark-downs; on "bargains." Certainly if the public were not originally inclined in this direction, then the billions spent in off-price promotions by our giant retailers have conditioned them to this attitude. Price is by no means the public's sole measuring rod of value—but it is an important one.

6. The public has always responded —in sufficient numbers to provide opportunity for some merchants—to low-cost retailing. That was the original appeal of each of our present-day giant retailers. It is probably responding in larger numbers to current off-list operations than ever before, both because our population is larger and for other reasons that I've already advanced.

7. The public has little loyalty to

8. The public is becoming increasingly aware of the availability of offlist prices; here, again, the younger generations are extremely well informed. It would astonish some people in the home furnishings industry, for example, to know how many of our young marrieds get all of their lamps, all of their furnishings, all of their housewares, all of their silverware and silverplate, etc., etc., at off-list, and from so-called "illegitimate" sources. And employe buying clubs, with total memberships running into the millions, constitute another educational factor. These clubs also "or-ganize" and encourage the public's latent, as well as active, demand for

So let's not take the position that those segments of the public who are inclined to shop off-list can be scared, coaxed or bludgeoned back to traditional shopping practices. So far as these segments of the public are concerned, but with respect solely to certain merchandise categories, the new tradition in shopping is off-list shopping

Simultaneously, millions of shoppers buy billions full retail—and always will.

Discounters Everywhere

When the public wants to indulge in either plain or fancy off-list shopping-where does it go? Right here:

1. The "discount house." I refer here to a street-floor store that sells everything it stocks—or shall we say claims to sell everything—at off list. It usually makes at least a pretense of insisting on "courtesy cards." This may be a stripped down store, or it may not, but is a store. (It is sheer nonsense to say that the "discount house" is always operated in a "tent," is a "schlag" operation, doesn't advertise, doesn't give service, doesn't offer financing, etc. This is true in many cases; it is completely untrue in many other cases.)

Any number of discount houses advertise more than most of their "legitimate" competition; offer many services, including delivery and repairs; make financial arrangements, etc. And more are doing these things all the time. The discount house is going "respectable." There are now at least

two associations of discount house operators, one in the East and one in the West.

I guesstimate there are no more than 2,500 of this store-type of discount house. And I maintain they scarcely amount to a row of pins in the total amount of merchandise moved off-list in this country. They are simply the facade of the off-list revolution. And they are becoming a pretty snazzy facade—air conditioned emporiums and what not!

2. Buying clubs. For some inexplicable reason this off-list operation is seldom mentioned, and seldom thought of when obscenities are hurled at the discount operation. It is true that a substantial percentage of purchases of buying clubs is done through various types of new-type discount outlets. But I suspect that an even larger percentage of the volume of the buying clubs is done through—ahem!—"legitimate" retailers. Thousands upon thousands of 'em. And through "legitimate" wholesalers, too, as well as direct with some manufacturers.

Let's linger with the buying club for a while. It's tentacles reach out in so many directions, and it involves so many millions of people, that it serves handily to delineate the remarkable scope of the total off-list revolution.

As I've already said, the buying club may operate through the new type of discount operator. It receives catalogs, "membership" cards, etc., etc., from these discount operators—and in some factories where employes are encouraged (by manufacturers whose own lines are fair traded!) to trade this way, bulletin boards post as many as a dozen discount operators' catalogs.

However, I am sure that at least as much, and perhaps more volume is done by the buying club with traditional or regular local merchants. It really isn't difficult to persuade many of these merchants to give "club members" an extra 5 to 30% discount.

The clubs are organized by manufacturers of all kinds, banks, public utilities, national, state, country, city and town employes, trade unions, etc.

The buying clubs formed by our trade unions are just about as large as the buying clubs formed by manufacturers. And they are getting larger. The Union Buyers League, sponsored by the CIO-AFL labor unions in one western city, has a membership of 200,000 families. That's just one union club-in one city. The "legitimate" trade in that city is up in arms about "discount houses"; they say nary a word about these buying clubs. Why? They don't dare-too many are party to the operation! I suspect that, directly or indirectly perhaps one-quarter of our total adult population can buy some merchandise, at some discount from list, through one form or another of buying club! And we worry about 2,500 discount houses!

There are also "home buying clubs." Madam arranges a "party," merchandise is sold; Madam gets certain items (including some well-known national brands) at a substantial discount.

And then it is necessary to add to the buying club in factories, government offices, etc., an individual known as a "selling agent." He is "employed," on the side of course, by a discount operator, by a "legitimate" retailer, by a wholesaler, etc. He uses lunch hour time, and sometimes the time of his regular employer, to steer workers to the outlet that gives him a spiff. It's a pretty big development. These "selling agents" usually earn more this way than at their regular job!

3. Retailers' "buying clubs." It is amazing how many scores of thousands of retailers buy merchandise outside of their regular line for their families, for friends, for customers-and make it available at a discount from list. I daresay that at least 200,-000 "legitimate" retailers do this, perhaps many more than that. (Department store buyers, too, have been known to perform this "service" for known to perform this relatives and friends!) Incidentally, it has become easier for many retailers to do this today because their regular wholesalers have gone into merchandise categories which these wholesalers formerly didn't stock and which the merchant still doesn't stock. It is not unusual for the druggist to buy non-drug big-ticket items through a drug wholesaler and permit his doctor friends to pick up the bargains at the invoice figure, with nothing in the way of compensation to the druggist for his trouble-except perhaps "special favors" by the M.D. I have a notion that considerably more merchandise is sold off-list this way than is moved by all of our 2,500 discount houses.

A related practice involves purchases placed by retailers for resale to other retailers at a microscopic markup—sans service of any kind. This is how the auto "bootlegger" gets many of his cars. A "regular" dealer is quite willing to make cars available to the bootlegger at a tiny markup. Practically every new-type discount operator can tell dozens of stories about getting merchandise this way from "legitimate" retailers.

Another phase of this operation involves merchandise bought from premium catalogs by dealers, wholesalers, etc., for salesmen's contests, etc. It isn't at all unusual to order merchandise from these catalogs for family, friends, etc.

4. Hidden outlets. Some wholesalers operate off-list outlets—usually, of course, under another name. This is not exactly unusual in some hard goods lines.

5. Factory PX. Some factories have regular retail stores for employes—fully stocked. Now I must point out that the majority of these "industrial stores," as they are called, operate precisely as do most "legitimate" retailers. However, at least some of them are thinly-disguised discount operations; and some don't bother with any disguise at all.

6. Catalog houses. I am not referring here to Sears, Ward, Spiegel, etc.
(Continued on age 92)

BLACKSTONE TAKES THE

gamble

OUT OF APPLIANCE SELLING!



THIS FALL ...

Blackstone's Selective Dealer Program

will give better dealers everywhere the protection and safeguards they need to be assured of maximum volume and profit.

PLUS a Powerful Merchandising-Ad Drive with

- Powerful Traffic Builders
- Sure-Fire Sales Closers
- Consumer Excitement

Gives you everything you need for a profitable operation in these days of rugged competition!

FULL LINE



Ends Confusion and Inventory Problems!

Sell the complete Blackstone line! Don't confuse prospects with a hodge-podge of brand names! Don't lose profits through heavy inventory! Blackstone gives you a model for every prospect...wringer or automatic washer...gas or electric dryer...ironer or combination laundry!

EXCLUSIVE FEATURES



Help You Close More Sales!

No need to sell Blackstone at cut-throat prices! Blackstone is packed with exclusive features that justify the difference! Stainless steel tub in the automatic...lint and moisture control in the dryer...insulated tub and timer control in the wringer washer...are just a few of the features that close sales for you!

FULL MARGINS



Give You A Healthy Profit!

Blackstone believes that dealers must sell at a profit to exist! That's why Blackstone has steadfastly maintained equitable profit margins! (There are none higher!) Product improvement has had the effect of retail price reductions without loss of profit to dealers!

QUALITY CONSTRUCTION



Protects Your Profits!

Blackstone is the most trouble-free line of home laundry equipment in the world! Every washer has life-time service, case-hardened gears. Blackstone is completely mechanical ... no electrical circuits to fail! Vibration-free performance protects vital parts! Reduced service calls protect your profit!

Blackstone

Jamestown, New York

America's Oldest Manufacturer of Home Laundry Appliances



LEWYT'S BIG RUBBER WHEELS ROLL THE HARD WORK OUT OF VACUUMING-MAKE DEMONSTRATIONS FUN!



ONLY LEWYT ROLLS READY-TO-USE from the closet! Tubes, hose, nozzle can be kept assembled! Just roll out the Lewyt and away you go!



ONLY LEWYT ROLLS OVER SCATTER RUGS, door sills—from bare floors to deep carpet without once catching, tipping or scratching!



ONLY LEWYT BOTH SWIVELS AND ROLLS ROOM TO ROOM! Because of its big rubber wheels, you don't have to lift it, drag it or carry it!



...AND LEWYT ROLLS WITH ALL TOOLS everywhere you go*-no chasing back and forth! Tools ride compactly behind, don't dig furniture!

*Tool Rack for Lewyt and Wall Rack for closet are optional equipment - extra profit for you!

GREAT NEW FEATURES LIKE THESE MAKE THE NEW LEWYT THE WORLD'S EASIEST CLEANER TO SELL!



NEW! Instant dust disposal —Flipopen top, toss out "Speed Sak!" No clamps or botts to undo! No dust bag to empty!



new! Extra
rug cleaning
power — New
Dual - Turbo
Motor plus No.
80 Nozzle clean
rugs as never
before — 4 ways
at once!



Dial" for exact suction—Dial clicks from "wool rugs" to "cotton rugs" to "drapes" just like a steam iron!



NEW! Square shape for compact storage — Tucks snugly into a 10"x 12" closet corner! Sits on stairs without toppling!

SENSATIONAL VACUUM CLEANER OF ALL TIME!

HE 1955 **ALL NEW**

Now! Lewyt opens a great new profit opportunity for Lewyt dealers by obsoleting all other cleaners! No lugging! No tugging! Mounted on BIG RUBBER WHEELS, the revolutionary new Lewyt ROLLS over door sills! Along bare floors! Across scatter rugs and thickest carpet! It not only swivels but ROLLS room-to-room! It carries all cleaning tools! PLUS more power...instant dust disposal...unequalled quietness ... automatic deodorizing! NEVER was there a cleaner so much fun to show...such a cinch to sell!

ONLY LEWYT GIVES SO MUCH FOR THE MONEY!

NEW! Allergy-proof filter system - Filters the air 5 times more than any other cleaner made!

NEW! "Pistol Grip" - Your wrist and arm never grow tired!

NEW! Quietest of all-Amazing new Fiberglas Acoustic-Silencer hushes powerful over-size motor to a gentle hum!

NEW! Built-in deodorizer! Automatic pine chlorophyll deodorizer kills odors, freshens stale, smoky air every time you use the Lewyt!

PLUS! Comes with all tools for cleaning basement to attic!

Also sold through leading Canadian Distributors LEWYT CORPORATION, Dept. M-10,84 Broadway, Brooklyn 11, N. Y. Introduced by

MULTI-MILLIO

most colossal advertising campaign in the history of the vacuum cleaner industry!

- 39 ADS IN AMERICA'S TOP **MAGAZINES IN NEXT 90 DAYS!**
 - ADS EVERY MONTH IN PARADE . THIS WEEK!

-plus record-smashing advertising in every other medium known today!

CALL YOUR DISTRIBUTOR TODAY!

OFFICIALLY ENDORSED by National Insti-tute of Rug Cleaning, Inc. Vacuum your rugs daily. Have them professionally cleaned at least once a year by a professional rug cleaner.

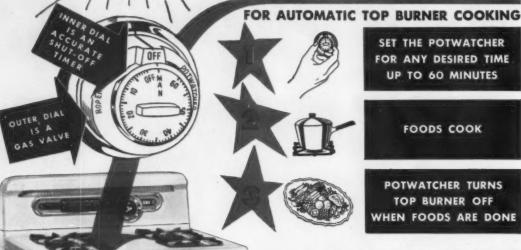


NOW!



"AMERICA'S FINEST GAS RANGE"

WITH- miracle - POTWA



999

SET THE POTWATCHER FOR ANY DESIRED TIME UP TO 60 MINUTES

FOODS COOK

POTWATCHER TURNS TOP BURNER OFF WHEN FOODS ARE DONE

BOOST YOUR SALES AND PROFITS WITH THIS POWERFUL ROPER FEATURE

Here's a ROPER cooking innovation that will give you a definite "edge" in today's highly-competitive market. POTWATCHER completes your automatic story. It's an exciting shopper-stopper . . , a sure sales builder . . . a real "plus" for you to talk about. Prepare now to get your share of the new business this great ROPER with Miracle POTWATCHER will bring. Act today! You'll be money ahead.

Mail This Coupon Today!

Ask about the ROPER "Dry-Aire" **Gas Clothes Dryer**

a 0 0

GEO. D. ROPER CORPORATION ROCKFORD, ILLINOIS

Sales Representatives in Principal Distribution Centers

OTHER STAND-OUT ROPER FEATURES

... yours to sell profitably

- ALLTROL "CENTER-SIMMER" TOP BURNERS
- "INSTA-SET" CONTROL PANEL
- "SPECTRO-MATIC" BURNER CONTROL
- BIG "BAKE-MASTER" OVEN
- SMOKELESS, COMFORT-LEVEL BROILER

Tell me more about what ROPER with Miracle POTWATCHER can do for me. Is the ROPER franchise available in my community? Company Name..... Individual's Name..... Street Address..... City.....State..... EM10

> WRITE NOW FOR COMPLETE FRANCHISE INFORMATION

Off-List Revolution

- CONTINUED FROM PAGE 88 -

I have reference to some firms that ostensibly do a catalog business with the retail trade-but who make their catalogs available to anyone into whose hands they can place it. They have mailing lists running up to the hun-dreds of thousands. Also, these cata-logs are commonly used by retailers to make off-list sales to customers.

7. Factory show-rooms. The number of manufacturers who sell in their showrooms to the general public, either in a limited way or in an un-

limited way, is legion.

8. Factory "outlet" stores. I am referring here to "legitimate" stores operated by a manufacturer usually to dispose of seconds. In hundreds of instances these factory-outlet stores not only sell "firsts," but they sometimes add merchandise not produced by the owning factory.

9. The Wholesaler's Show-Room.

Like the manufacturers' showroom, the wholesaler's showroom has also been known to sell "at wholesale" to the general public. In some hard goods lines today, this has become a

very big business.
10. Retailers Off-List Buying: I don't know exactly how to classify this phase of off-list retailing. It stems from the fact that many, if not most retailers, have an absolute horror of

The only time an electrical dealer should make people think he has a lot of money is when he hasn't.

paying regular retail prices for "own use" merchandise not sold in their stores. They object fiercely to the public buying this way—but they spend loads of time buying off-list for themselves—as well as for relatives, friends, etc. I'll wager that at least 500,000 retailers avail themselves of the wideopen "opportunity" that is theirs to buy off-list for personal consumption and use.

11. Store Employe Buying Privi-leges: Retail store employes get dis-counts of from 10 to 20% on pur-chases for "own use." This has become a thinly-disguised off-list operation. It is a sadly abused privilege. If a store's customers had as many shopping needs as their employes, retail volume would skyrocket! Remember, there are several million store employes. With their families and friends-and friends of friends-they constitute quite an off-list market.

What applies to retail store employes also applies to the employes of wholesalers and of manufacturers. The employe discount, I believe, results in a far larger total dollar volume sold to non-employes than is moved by the 2,500 discount houses.

12. Discount outlets run by "legitimate" retailers: More and more traditional-type retailers are turning to various types of off-list operations. Some have already given up their new ventures; others are satisfied with re-

KING SIZE

PROFIT...

longest margins ever!

Only the New Ray-O-Vac KING SIZE 4-LP gives both distributors and dealers the largest margins in the history of the flashlight battery business . . . 41% to the dealer! Retail list \$.25.

Yes, the new Ray-O-Vac KING SIZE lights the way to faster sales, greater profits. Stock and display this new KING SIZE battery . . . you'll like the KING SIZE profits it produces for you.

KING SIZE

gets the biggest promotion ever!

The advertising campaign behind Ray-O-Vac's new 4-LP flashlight battery wears the crown for powerful and complete coverage of your customers. On the right is just one of the "royal family" of Ray-O-Vac full-color ads scheduled for general and farm magazines during 1954—the biggest fourcolor magazine campaign in the industry.

This extensive sales-making campaign will put the Ray-O-Vac 4-LP before the eyes . . . and into the flashlights . . . of your customers in both the city and on the farm.



Feel the Steel . . . Steel's the Difference!

1954 BY RAY-O-VAC COMPANY, MADISON, WIS. RAY-O-VAC CANADA, LTD., WINNIPEG, HAN.

(WITH POLYETHELENE)

King Size in every way . . . that's the new Ray-O-Vac 4-LP flashlight battery-the culmination of our experience in building more than 2 billion LEAK PROOF brand flashlight batteries. A special polyethelene type protection, it has extra long life and dependability. Here's the battery you can count on to give "light when you need it." Of course it has Ray-O-Vac LEAK PROOF brand construction and is fully guaranteed against corroding your flashlight. Don't be satisfied with anything less!



from the

BIGGEST NEW IDEA

in Flashlights!

HANDYMAN
with NEW exclusive
PUSH-PULL RING SWITCH

You and this new Ray-O-Vac Handyman are bound to be profit-partners from the very beginning! Smooth, streamlined . . . Push-Pull Ring Switch . . . the handiest, dandiest flashlight switch ever designed . . . Push it's on, Pull it's off. Aptly named, the Handyman is exactly that for the man around the house. The Handyman is a completely new flashlight. Be sure to get your share of the new profits it offers.



The HANDYMAN is carded in powerful displays like this—with one, two, or four flashlights. Put one up at the cash register, another at your regular flashlight display space, and a third one in your window.

RAY-O-VAC

RAY-O-VAC COMPANY, MADISON 10, WISCONSIN RAY-O-VAC CANADA, LTD., WINNIPEG, MANITOBA

HANDYMAN



The World's Most Complete Line of Indoor Artennae!



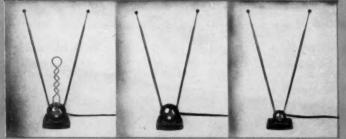
headlining the BRAND

When it comes to TV antennas, nobody beats RMS for quality and performance. The RMS line of indoor antennas is the complete line . . . the fast moving line . . . the high profit line! Take the Clock-Tenna. It's a UHF-VHF antenna, precision engineered by RMS, combined with the world famous Sessions electric

TODAY WITH ALL OF THE RMS INDOOR ANTENNA LINE



just plugs in. Model C1-2 UST PRICE \$19.95



NEW YORK 62, N.Y.

copied by many . . . equalled by none!

WITH

VORLD'S LARGEST MANUFACTURER OF WASHERS, DRYERS AND IRONERS



JOIN UP! IT'S MORE PROFITABLE TO

mperial by Whitepool.

CONTROL



... ALL THESE SELLING FEAT

- Suds-Miser, the great money saver, re-uses suds and hot water for several wash loads.
- Seven Rinses chase all soil and suds away from clothes.
- Agiflow water action washes each piece from top to bottom so much cleaner.
- Porcelain top resists mars, stains, rust, for lasting beauty.
- Dual Cycle-Tone "speaks" when wash is done to save the housewife many tiring steps.
- Automatic Water Filling to correct level selected even at low water pressure.
- Ultra-Violet lamp helps sanitize clothes and give them that fresh-air fragrance.
- Flush-to-Wall design gives "neat look" to any installation in kitchen or utility room.
- Giant 9-lb. capacity for big-sized, fewer wash loads.
- 5-Year Warranty on sealed-in transmission.

SELL WHIRLPOOL THAN SELL AGAINST IT!

ELECTRICAL MERCHANDISING-OCTOBER, 1954

PAGE 97



Where's the Fire, Boys?

There's a sour note in that question. Yet, when a prospect starts asking questions about your appliances and what they are made of, it's music to your ears — if you can answer them to his satisfaction.

Take stainless steel for example. It gives you sales points second to none. Here are questions you may be asked about stainless steel, and the correct answers:

- 1. Just what is stainless steel?
- A. It's an alloy containing 11 per cent or more of chromium. Other elements like nickel are sometimes included to add special properties, but it's the chromium that makes stainless steel "stainless."
- 1 Do products made of stainless steel cost more?
- Not always. And even when the first cost is higher, they're a better buy in the long run. For Armco Stainless Steel is a permanent investment—solid rustless metal all the way through. It has no plating to wear off.
- 1. Are foods safe after contact with stainless?
- A. Yes. Foods are not affected by stainless steel; they don't get a metallic taste.
- 1 Is stainless steel easy to clean?
- A. Very easy. Usually soap and water will do the trick. Use ordinary household cleansers when necessary. Sterilizing and cleaning agents properly used don't affect this attractive gleaming metal.
- 1. Will stainless steel stand up under hard usage?
- A. It will. Stainless steel is exceptionally strong, durable and heat-resistant.

There's your sales story. Simple—and effective, too. Use it to show your customers that Armco Stainless Steel can't be beat for its multitude of applications, such as range burner bowls, broiler pans and grids, kitchen sinks, refrigerator parts, washing machine parts, hollowere and tableware.

Note: Several of these messages have been printed in a folder entitled "You Have to Tell to Sell." Free copies are available.

ARMCO STEEL CORPORATION

4904 CURTIS STREET, MIDDLETOWN, OHIO



sults. Some department stores have opened discount outlets; so have several of our chain stores.

13. The desk operator—or curbstoner: Here we get down to the really shady aspects of the discount operation.

There are probably some thousands of individuals who simply have a desk—and some who don't even have a desk—who carry on a "I can get it for you wholesale" business. They have factory catalogs—and they both sell and order from these catalogs. They also have free access to showrooms. In some areas, this is pretty common in the furniture and home furnishings fields. It is quite common in hard goods appliances at a

in hard goods, appliances, etc.

14. Store Steerers: Manufacturers who sell at retail, wholesalers who sell at retail, discount operators, etc., are placing employes on the selling floor of retail stores to "steer" customers out of the store.

15. Auction: Throughout the country, particularly in rural areas, a new form of auction retailing is taking hold. It has a number of variations.

16. Salvage: The salvage operation, which sometimes is really salvaged inventory and sometimes isn't, has been making some progress

making some progress.

17. Farmers Markets: I presume this started out on the Coast, with the famous and huge Farmers Market in Los Angeles. Today, prototypes are springing up all over the country. Several operating in New Jersey, and in Long Island, for example, are of enormous size. Incidentally, while some farmers patronize these markets, their big traffic comes from urban and suburban population.

18. The PX: The PX of the armed forces has been the center of a good deal of controversy. It does, of course, offer standard brands at a discount—and it does, of course, play a role in the total process of educating a part of tomorrow's shopping public in off-list shopping.

19. The Diverter: The diverter is a hard-to-pin-down individual. He will perform almost any function between jobbing and retailing. He buys merchandise "at a price" from anyone—from manufacturers, wholesalers, retailers. Then he does whatever in his opinion is necessary to move that merchandise, much of which of course is distress merchandise. As markets soften, his scope enlarges.

Legitimate Discounters

Here we get down to the thousands upon thousands of "legitimate" merchants of every conceivable type and size who, in small degree or large, with cuts of a few points or cuts of 40 and 50%, are in fact discount operators. I've already touched on these Simon Pures, who are not so pure as they profess to be

However, we really should examine this phase of the off-list situation in a bit more detail because, I'm sorry to report, more merchandise is sold off-list by the "legitimate" dealer than the

"illegitimate" dealer. The former may not always cut as drastically below list as the latter, but that is largely because while the spirit is apt to be willing, the flesh is weak! His costs are just too high!

Among the appliance retailers today, throughout the country, perhaps as high as 50% will shave prices—in one way or another—if pressed hard

enough by the shopper.
... In some of the large hard-goods chains, it is no trick at all to "bargain."

. . . In department stores, shoppers have been told, when the shopper has complained about the price being too high: "Come back in a few weeks-we'll be having a sale then." And neither is it too difficult, in some department stores, on some high-unit items, to suggest to the salesperson that she might suggest to her buyer or leased department operator that a cut might be in order. And of course the bargain basement of the department store skirts close to an out-and-out off-list operation.

On top of all of these "legitimate" store and "illegitimate" store techniques for educating the public to the conclusion that the list price is toppling, we have, of course, still another group of practices which are also offlist operations. They are at least equally effective in persuading millions of shoppers that the list price is of no great significance. They include the trade-in.

In one field after another, the tradein has become a bargaining point. It
involves a definite slice from list price.
To my way of thinking, most retailers
who offer trade-ins—including our auto
dealers, of course—are really discount
operators in fact, if not in semantics.
Anybody who buys a car this year will
receive a liberal education in the gentle art of buying off-list. What is
more, where the trade-in becomes a
matter of bargaining, it is obvious that
it leads not merely to a two-price system, but to a system of multiplepricing.

However, these close relatives to out-and-out discounting are so numerous that neither knowledge nor space permits me to come even close to listing them all. Suffice it to say, then, that a Solomon would find it quite impossible to determine who is "legitimate" and who is "illegitimate"; what is discounting and what is not discounting. And please remember the off-list problem stems not from who does it or how it is done—but from the fact that the list price is slashed, no matter who it is who slashes it or how it is slashed.

Nobody is entitled to a monopoly on price-cutting—in any manner, shape or form! This is the crux of the entire problem. It can't be resolved until this fundamental is recognized.

Basis For A Cure

For these reasons, I conclude that:
1. There are several hundred thou(Continued on page 102)

Arvin TV Arvin Rocket 21

94995

Model 21-555TM,

- FULL 21" SCREEN
 - —the front is all picture
- Side-mounted controls!
- Handsome mahogany-finish metal cabinet!
- Compact: 21%" x 20%" x 17%"
- Performance equal to sets costing \$50 more
- All-channel tuning, one-knob control for all VHF-UHF stations, optional for only \$20 extra!
- Horizontal chassis—Heat can't "pile up"

Other Rocket 21 table models: No. 21-555TG, Willow Green metal cabinet \$159.95; No. 21-557TM, mahogany grain Arvinite, \$169.95. (Wrought iron table, \$6.95.)

Rocket 21 PRODUCTION QUADRUPLED

Distributors greet new line with floods of orders! Say it's the greatest achievement in Arvin's history! Climb on the Arvin band wagon and watch your TV sales REALLY ROCKET!



Today's greatest 21' console value: Model 21-554KM, mahogany grain Arvinite console, \$179.95

Also Arvin Super Custom Models -\$219.95 to \$329.95

All prices are suggested retail for Zone 1, including federal tox and warranty.

Distributor franchises available in several areas

WIRE OR WRITE: Paul W. Tanner, Sales Mgr., Radio & Television Division, Arvin INDUSTRIES, INC., Columbus, Indiana

sell'em home. travel

Sell these features for fast turnover



USES TAP WATER except in a few areas with abnormally hard water.



LARGE SOLEPLATE gives 10 percent greater steaming area. Rounded wrinkleproof heel irons in any direction.



SWITCH-OVER CORD makes ironing easy for right or left-handers.



FABRIC DIAL indicates steam range and settings for dry ironing for everything from nylon to linen.

Make extra Stewardess sales with these features



FOLDS FOR EASY PACKING and slides right into its own plaid case along with detachable cord.



STEAMS FOR 30 MINUTES.
Large soleplate area gives convenience of a regular steam iron.
Stewardess weighs just 28 ounces.



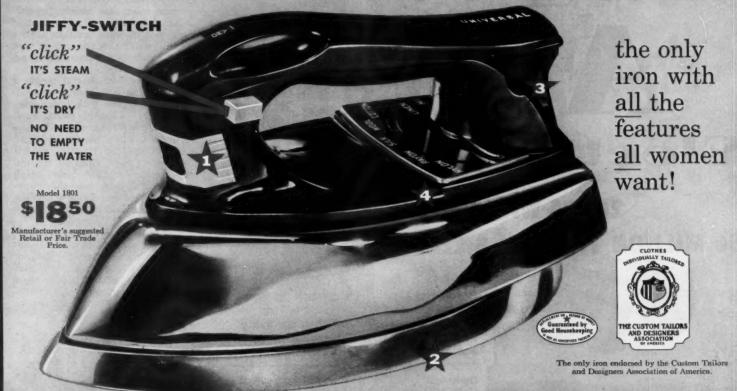
FABRIC DIAL for dry ironing, complete range from nylon to linen.



NO EXTRA ATTACHMENTS ... nothing to add ... nothing to lose. It's completely self-contained. Fills right from the tap.

RY & CLARK, NEW BRITAIN, CONN.

UNIVERSAL STEAM 'N DRY IRON WITH THE SWITCH-OVER CORD







NEVER BEFORE SO MUCH ADVERTISING FOR ANY HEATER LINE!

Arvin Electric Heaters

21 ADS WILL BE PRINTED
56 MILLION TIMES IN 8 LEADING MAGAZINES



Arvin gives you the *most* advertising, for the best heaters, at the best prices, to help you harvest the greatest profits! These ads will run during the peak heater selling season. There is still time for you to cash in on the terrific demand created by Arvin's colossal heater campaign. But there's not a minute to spare. Complete your stock now! Get it on display! Use Arvin's free newspaper mats and radio spot announcement copy to tie in with the national advertising! That's the way to make it pay!

Value-Leader Arvin "Automatic, Jr."

Thermostat-Controlled 1320 or 1650 watts

Sell the luxury-comfort of fully automatic heat at an unbeatable budget price! Thermoatat-controlled; heat

clicks on as room temperature drops; never too hot or too cold. Fan-forced for efficient circulation. Safeguard Safety Switch cuts current if heater is upset. Beautifully finished in baked enamel.

YOU PROFIT MOST WITH THE BEST CONSUMER-ACCEPTED HEATER LINE



Electric Housewares Division

EIGHT OTHER MODELS \$10.50 TO \$23.95

Arvin "Automatic DeLuxe" Model 5630 \$3350



Arvin "Automatic" Model 5530 \$2850

INDUSTRIES, INC.
Columbus, Indiana

Off-List Revolution

-CONTINUED FROM PAGE 98-

sand discount operators at retail—and perhaps more than merely "several" hundred thousand. (I might mention here that discount practices in our gasoline stations are rife—and we have some hundreds of thousands of gas stations.)

2. The assumption that merely a few merchandise lines—such as appliances—are involved is sheer nonsense. Get hold of a discounter's catalog and note the broad range of merchandise featured—as well as the familiar brand names. Check the categories available to buyers' clubs. Think of the discounting by "regular" dealers of all types. Add all these merchandise categories together—and decide whether in your merchandise category "it can't happen here."

3. The assumption that only a small part of our shoppers buy, or will buy off-list is sheer nonsense. On the contrary, there is scarcely a family that this year will not buy one or more items, in one way or another, off-list—either from "legitimate" dealers or

The only way for an electrical appliance dealer to avoid mistakes is to gain experience; and the only way for a dealer to gain experience is to make mistakes.

from "illegitimate" dealers. The American public is getting a liberal education in off-list shopping, and "graduates" of the system are becoming mighty numerous.

4. The assumption that this is a temporary phenomenon is sheer non-sense. It's been developing for years; the last several years have simply seen it cheered into high geen

the last several years have simply seen it shoved into high gear.

5. The assumption that rhetoric or legislation can remove it is sheer nonsense. Only honesty of purpose by everybody concerned and sound planning can maintain a one-price, fairprofit system—as a few manufacturers and many wholesalers and retailers have amply proved.

End



"CAN YOU SEND A MAN UP TO LOOK AT OUR DISPOSAL UNIT? IT CHEWED UP TWO SPOONS AND A DIAMOND RING. . . BUT IT BROKE DOWN ON MY WIFE'S IB CRUST."



make the Ampro Tape Recorder my choice."

WATCH FOR AMPRO'S NATIONAL ADVERTISING CAMPAIGN FEATURING THIS POPULAR. RADIO, TELEVISION AND RECORDING STAR

and now..introducing the AMPRO Hi-Fi TWO-SPEED!

This great new Tape Recorder provides the "podium presence" tonal quality of Ampro's famous model 756 Hi-Fi at 71/2 i.p.s. plus the long play for uninterrupted recording of the Ampro model 755 Celebrity at 31/4 i.p.s. Yes, both speeds with the Ampro Hi-Fi Two-Speed!

ONLY THE AMPRO

MODEL 757 HI-FI

TWO-SPEED HAS ALL

OF THESE OUTSTANDING

FEATURES:

- Two speeds: 71/2 i.p.s. and 33/4 i.p.s.
- Electro-magnetic piano-key controls for Record, Play, Fast Forward, Fast Reverse and Stop
- Automatic Selection Locator (3-digit counter)
- Electronic Tuning Eye Recording Level Indicator
- Large 6-in. x 9-in. Alnico-5 P.M. Speaker
- · Beautifully styled in the modern manner
- Recorder-radio combination (optional)

See your distributor or write AMPRO Corporation - 2835 North Western Avenue - Chicago 18, Illinois

Dazzle em with

Extra Capacity FRI-WELL

It's a fryer—a roaster—a casserole maker! And it makes enough for 6-8 generous por-tions! Automatic thermostat with guide for frying and cooking gives perfect results every time. Free recipe book. Model 6000

Cook-All DEEP-FRY COOKER

Sensationally low priced. Combination deep fryer-cooker deep fries chicken, fish—makes soups, stews, casseroles—even makes pot roasts and pops corn! Automatic thermostatic control with "Jewel" signal light. 4-quart capacity. Model 6200 \$18.95

EDGE-WELL Scissors & Knife Sharpener

Lightweight, compact, powerful. Sharpens all types of scissors and all kinds of knives—large, small, hollow-ground, scalloped. Absolutely safe for operator and cuttery. No skill required—blades fit naturally at perfect angle for best results. Easily stored. Model 14 \$14.95

Hurricane-Action BLENDER

The Hi-Speed motor of this big 32 oz. blender makes the stainless steel blades revolve 22,000 times per minute! You can liquefy, grind, whip, beat, blend, shred, grate, churn, puree baby foods, chop nuts, make bread crumbs, etc. With free recipe book. Model 5902.

Pop-Up TOASTER

Has extra wide slots to accommodate English muffins or bread of any thickness. Timer sets to any shade and degree of crispness you want. Famous Chek-It Lever gives 2 shades of toast at one setting. Hinged bottom makes it easy to clean out crumbs. Mirror finished chrome.

Model 6500
\$19.75

Steam and Dry IRON-WELL

A dry iron, too, at the push of a button! Holds 8 full ounces ordinary tap water. Safer because all steam vents close when iron stands on end. 7 steam vents—designed to prevent sputtering. Weighs less than 4 lbs. Model 12 \$18.95

Electri-cup HURRI-HOT

Only appliance of its kind! New electric cup warms, cooks, boils—fast! Makes 4 cups instant coffee, etc. Chrome finished exterior. Copper interior with satin chrome finish for easy cleaning. 3-way heat control. Removable egg rack. Holds 23 ozs. Model 6700 \$14.95

Portable "DORMEY"

Makes every pot and pan a mixing bowl! This lightweight portable mixer has big-mixer features—dial selector with 5 full-powered speeds, full size beaters with fingertip release. Stands on end for easy draining. Recipe book included.

Model 7500

Stands

Alex exclable in cleaning charges.

Also available in gleaming chrome
Model 7600 \$21.50

Grinder, juicer, mixer—that's what you get in this fabulous mixer! Includes all accessories at this one low price. Built-in power drive—no awkward adapters. 10-speed dial selector, Magic-Mix arm. Beaters release automatically. Portable mixing head.

Model 4201 \$45.75

3-In-1 POWER-CHEF MIXER

Also available in chrome with 2 stainless steel bowls.

Model 4300 \$52.75

Perfect Brew COFFEE-WELL

The most adaptable electric coffee maker you can buy! Perfect Perk Selector lets you make 3 different strengths of coffee at one brewing. "Warm or Brew" selector gives it complete versatility. Perks 4-10 cups. Chrome plated aluminum finish.

Model 6900
\$21.50

These glittering new Dormeyer Appliances are going to dazzle your customers—into the biggest Christmas buying splurge ever! Use the new Christmas Dazzler display material-tie-in with Dormeyer's tremendous October-November-December selling drive—backed by big newspaper ads, giant billboards; Parade, This Week, (First Three Markets), Saturday Evening Post, Ebony!

Be sure you're stocked for the big push—three months of concentrated promotion. Phone your Dormeyer representative for the Dazzler display material . . . or write, today!

DORMEYER

DORMEYER CORPORATION, Kingsbury and Huron Streets, Chicago 10, III.
IN CANADA: FOX AGENCIES, PORT CREDIT, ONTARIO

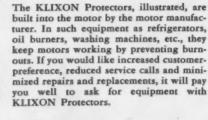


KLIXON Motor Protectors Protect Electric Motors Says Shop Manager

CHICAGO, ILL.: Mr. W. C. Luebker, Shop Manager of Hyre Electric Company, large Chicago motor rebuilder, ranks KLIXON Protectors as tops in protection. He says:

"It has been my experience that Klixon overload protective devices sincerely perform the duty for which they have been designed. It is my opinion that its performance outranks other similar devices designed to protect single phase fractional horsepower motors."

Klixon Protectors Reduce Service Calls and Repairs by Preventing Motor Burnouts



METALS & CONTROLS CORPORATION SPENCER THERMOSTAT DIVISION 2510 FOREST STREET, ATTLEBORO, MASS.

Why This Promotion Clicked

-CONTINUED FROM PAGE 65-

nized dealers, the El Paso Electric Co. pays \$35.00. Toward the wiring cost for new electric water heaters, the utility pays \$22.50. If a range and a water heater are put in at the same time, the utility allows \$50. An allowance of \$18.00 is made toward water heater plumbing.

How effective these allowances became can be seen in these figures.

Of these 533 electric ranges sold during the three months of the campaign, 467 went into homes requiring range wiring, only 44 went down into homes already wired for ranges. Of the 496 electric water heaters sold during the Quota Busting Campaign, 462 required wiring. The salesmen selling these appliances were definitely aided over the "wiring hurdle" in their closing by being able to say "don't worry about the wiring cost, the utility pays for practically all of that."
And it did pay—allowing for 929 installations costing the utility a maximum of \$26,740.

The company's trade-in allowance was continued by El Paso Electric during the campaign. The utility allows \$20.00 to a dealer for an old electric range or electric water heater received as a trade-in on a new electric range or water heater, when the old range or heater is delivered to the utility.

As a special for the campaign, the utility agreed to allow a dealer \$10.00 for an old gas range or gas water heater received as a trade on a new electric range or electric water heater. The old gas appliances also had to be delivered to the El Paso Electric storeroom where, like the old electric ones, they were broken up.

These trade in allowances helped the dealers in 78 sales during the three-month campaign. El Paso Electric paid \$440 to dealers for 22 old electric ranges, \$120 to dealers for 6 old electric water heaters, \$360 for old gas ranges replaced by new electric ranges, \$140 for old gas water heaters replaced by new electric water heaters. Dealers interviewed by ELECTRICAL MERCHANDISING as the campaign closed, stated that they were able to make normal range trades readily because of the wiring allowances and as a result they took in many good ranges to recondition and resell. The hard to make trades, the obvious clunker with no re-sale value, could be turned into a tempting closer when the salesman added \$20 to his own best offer.

• Promoting Prospects. Preparing the 60,000 homes in its territory for the range and water heater sales efforts of dealers and salesmen, was the El Paso Electric's full three month advertising and promotion budget. All company programs were directed toward promoting electric cookery and electric water heating, tying in with the Reddy Kilowatt industry theme. Regular newspaper and radio advertising used the new industry slogan "Be Modern—Cook Electrically", and "Be Modern—Heat Water Electrically". All this advertising was institutional, none of it tied in with the utility's line of Hotpoint ranges and water heaters

Both of the utility's weekly television shows become promoters of electric range and water heater use through tie-ins with distributors. Each week a distributor had an opportunity to present two one-minute commercials on his brand of range and water heaters.

For use in point of sale promotion of ranges and water heaters during the campaign, the utility supplied dealers with an "EEI Range Kit" and an "EEI Water Heater Kit".

IDEA FILE ELECTRICAL MERCHANDISING will pay \$10.00 for acceptable photographs of dealer ideas similar to the one below.



DOOR PRIZE GIMMICK. Fluorescent chalk mark applied to one or more postcards in a group mailing offering prize to winning persons gimmick recently utilized by Chicago Electric Association. Winner was determined in member store by "black light" which brought out marking on card.



PUTS THE PICTURE ON THE TELEVISION SCREEN WITH UP TO

20,000 VOLTS OF PICTURE POWER!

TO PRODUCE TELEVISION'S SHARPEST, CLEAREST PICTURE

Only Zenith Has It!

And that's only the beginning of ZENITH'S 1955 POWER STORY of exclusive advantages that gives you something to sell besides the price tag!

POWER FOR PROFIT You Be The Judge

ELECTRICAL MERCHANDISING-OCTOBER, 1954

PAGE 107

DRAMATIC-DIFFERENT!

ZENITH PUTS NEW

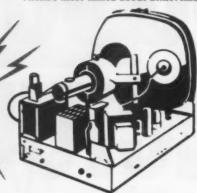
WITH 1955'S REVOLUTIONARY

Zenith "Power" engineering puts the power in product performance—"power" to perform in TV's toughest trouble spots! "Power" to produce the clearest, sharpest picture ever thrown on a television screen with up to 20,000 volts of picture power. Zenith "Power" styling and design—television's most talked about achievement—gives you

the added power of selling the most advanced line of television receivers in the industry!

And don't forget the "power" in Zenith's 36-year reputation as a producer of top quality merchandise..."POWER" for you, that produces sales above the low-price water line... "POWER" TO MAKE SALES FOR YOU AT A PROFIT!





Only Zenith's great new Long Distance Royal "R" Chassis uses up to 20,000 volts of picture power to put the picture on the TV screen. The Royal "R" Chassis, backed by 36 years of research and engineering, is specifically engineered, powered and tested to produce the sharpest, clearest, steadiest picture in Television. The exclusive Zenith-engineered "Fringe-Lock" circuit achieves incomparable picture stability even in fringe areas.

It's no wonder Zenith dealers everywhere are calling Zenith's famous power-engineered 1955-TV-the masterpiece of fringe performance.

POWER

CINÉBEAM +





FICTURES

Zenith's famous Cinébeam Picture Tube gives pictures nearly twice as bright. Millions of tiny metallic particles make a mirror that concentrates all the light, nearly doubles the brightness of conventional tubes. And Zenith's Ciné-Lens, the "plus factor" for Cinébeam, heightens picture contrast ... makes pictures seem sharper, brighter without glare, eliminates nearly all the washing-out effect of room light. It's like writing with whiter chalk on a blacker blackboard!





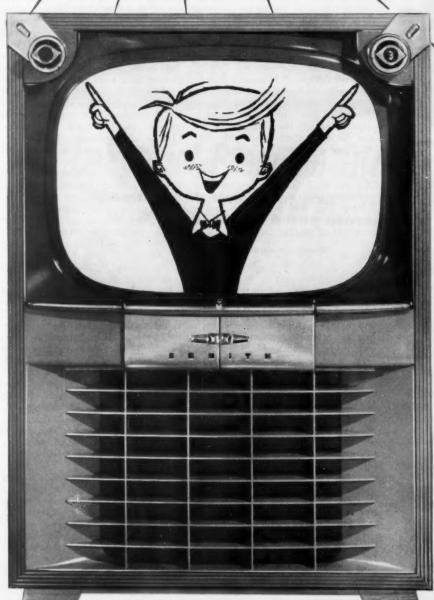
The full component High Fidelity system in Zenith's Royalty Deluxe series gives full 6 watts of undistorted output...ranks with the finest of High Fidelity systems. The difference in reality of sound can be heard right in your showroom. There's terrific sales power, too, in the phonojack that permits playing of any record.

IN SUPER SOUND

GET IN POWER SELLING FOR PROFIT WITH ZENITH'S

POWER IN TV SELLING

NEW TELEVISION LINE



POWER
IN STYLING and DESIGN

Zenith for '55 gives you the TV line with more than just a face-lift... and your customers know it the moment they lay eyes on the new Zeniths. Radically new performance features let us produce the radically new style features that stand out so clearly on your showroom floor. Like Top Tuning, the sensational new design and performance feature that demanded re-styling from the inside out. Zenith looks all-new because it is all-new... and that's where Zenith has the sales power!

Sell the profit-powered line that gives you something to sell beside a price tag. Sell Zenith TV ... the line with the news ... the line with exclusive advantages ... the line with quality for its keynote, now and for 36 uninterrupted years!

SEE YOUR ZENITH DISTRIBUTOR

The royalty of radio and TELEVISION®

ALSO MAKERS OF FINE HEARING AIDS Zenith Radio Corporation, Chicago 39, Illinois

*Manufacturer's suggested retail price. Slightly higher in Far West and South. Prices and specifications subject to change without notice.

Model X is only one of 38 great new "sales-powered" models in the Zenith '55 line. Features Top Tuning, Cinébeam with Ciné-Lens, Full Component High Fidelity Sound. In Mahogany color finish (R2359R), \$379.95*. In Blonde (R2359E), \$389.95.*

Zenith quality TV priced as low as \$159.95*

36 YEARS OF SPECIALIZATION IN RADIONICS EXCLUSIVELY

ELECTRICAL MERCHANDISING-OCTOBER, 1954

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Stimulate Volume

A. B. T. "Appliance Timer"

for Time Buying and Servicing

The Most Compact Coin-Controlled PAY METER

- Completely Automatic
- · Neon Indicator Light when in operation
- Rugged Construction
- Capacity \$25.00 in Quarters
- Accepts Quarters Only
- Size: 25/8 x 45/8 x 55/8
- Time: 15 min., 30 min., 1 hour, 2 hours, up to 24 hours.

"FREE-VIEW" **Television Meter** For 25¢ Coin Operation

The 3 min. Free-View Meter is especially designed for the operation of coin-controlled Television Sets in public places, such as hotels, motels, hospitals, bus depots, and many others.

- Attracts attention
- Creates viewer interest
- Can be furnished as any automatic feature, turning on the television set for 3 minutes of Free-Viewing every half hour.
- Cash Box Capacity: Over \$100.00
- Finish: Brown or Black Velvet Crackle
- Dimensions: 12" high,-71/2" wide-33/4" deep. Net weight 91/2 pounds



No. 7300 Sell and Operate:

Refrigerators, Ironers, Dryers, Television, Radios, Dishwashers, Vacuum Cleaners, Deep Freeze Units, Washing Machines, anything electrical with the PAY METER.

Let us show you how . . . Write for details and quan-

Your merchandise does not have to be electrical to be sold through an A.B.T. PAY METER

B. I . MANUFACTURING CORP.

715-723 N. Kedzie Avenue • Chicago 12, Illinois

Representatives: The Irving Ballard Co., Inc., San Francisco R. B. Clapp Co., Los Angeles

New Salesmen in the South

-CONTINUED FROM PAGE 68-

Frank Freeman, co-owner of Collins & Freeman in Memphis, one of Tennessee's largest Hotpoint dealers, sums up the situation. Says Freeman: There are 200,000 Negroes in the Memphis selling area, representing approximately 40 percent of the population, and they are buying appliances right across the board. It was natural that we would add a Negro salesman to our staff."

Grandberry was just the man Collins & Freeman needed to fill the bill. He had had experience in selling (clothing and groceries), he was widely known, firmly settled and had an excellent reputation among his associates as a hard and conscientious worker. The partners' confidence in Grandberry has paid off well. In his seven months with the firm, he has risen to a high position among the 15 salesmen on Collins & Freeman's staff.

Grandberry has his own, sometimes unique, methods of selling appliances. It is a fact that a special technique is required to sell the Southern Negro

and Grandberry was born with it.
"I just get to talking," says Grandberry, in explaining his natural ability to sell members of his own race. "Of course, I talk the language my customers understand and they know I know their problems. They have a confidence in me they do not have in members of another race.

Respect Is Important

But it isn't quite that simple. Grandberry knows that to hold the Negro's confidence he must also hold his respect and he maintains himself accordingly. He is happily married and has two children, he teaches a Sunday School class and goes to church every Sunday. He is active in many phases of civic work and has made himself an outstanding leader among Negroes in the Memphis area.

Grandberry travels by car, on foot and by street car in making his rounds. He works three or four hours a night about three nights a week. One of his most dependable methods of obtaining business is to single out one certain street for a cold canvass. He goes up one side of the street and down the other, knocking on every door, introducing himself and chatting with the occupants-and talking appliances always.

Grandberry realizes that credit is a factor in selling the southern Negro. He knows that when he uncovers a good prospect, the credit record of the

prospective customer must be good before he can be sold.

He also knows that trade-ins are going to be involved in many of his sales. But he has been carefully taught by Collins and Freeman to estimate the value of a used appliance accurately and he is authorized to make the company's trade-in offer on

the spot.
"We give Grandberry a pretty free hand," declares Frank Freeman, "because we know he is reliable.'

In the sales department, there is no discrimination between Grandberry and the company's other 14 salesmen, except that Grandberry works among Negro prospects alone. He gets his share of prospects which come into the office through answered ads, mail circulars and telephone inquiries. He has been particularly successful in closing sales from leads which come in through the medium of a Collins & Freeman radio show which awards a \$25 merchandise certificate when a mystery tune is guessed. A good percentage of the entrants are Negroes.

Grandberry's sales are high across the board, but his specialty is television. The Negro market in television has become a major one in the South only in the past 18 months, and Grandberry has been highly successful in getting a large share of this market for his firm. His sales record on console and higher priced models

is impressive. Grandberry has his own circulars printed and mails them out periodically to his prospects. The circular carries his picture and advises the reader to come in and "ask for T. Grandberry-your Hotpoint man." On the back of his business card is printed: "For any new customer that

you send to me who buys an appliance that sells for \$150 or more I will send you a gift of \$5 in merchandise or cash." This method of birddogging has been highly successful, according to Freeman, since the southern colored man is more likely to send a friend in need of appliances to one of his own race, rather than to someone else.

Grandberry isn't the only Negro appliance salesman in the Memphis area - there are four others - but he ranks among the most successful of them. Thomas Grandberry may well represent a trend in merchandisingthe practice of covering a specific market through salesmen specifically fitted to cover it.

January's Coming ...

and bringing with it Electrical Merchandising's annual statistical issue to help you usher in the 1955 selling season. This year's coverage of the appliance picture will be bigger than ever; you'll find out about sales prospects for the coming year, and you'll learn how appliances, large and small, fared during 1954. Statistical coverage will be contained in the same comprehensive form that has made this issue a "must" to dealer and manufacturer alike . . . Look for it, it's on the way . . .

ELECTRICAL MERCHANDISING'S JANUARY STATISTICAL ISSUE

JUNE Best Seller" 30-inch Space King

JULY 14 new 40-inch ranges introduced

AUGUST

Every month—

more and more reasons why you will sell more



Estate

RANGES GAS OR ELECTRIC

1. Special Premium Offer

See how easy it is for you to offer customers this famous



ALL-PURPOSE ELECTRIC POLISHER-SCRUBBER KIT

Free when they buy any RCA Estate Range

Here's a premium that will spark sales throughout your store. Imagine, with any new RCA Estate Range you can offer this \$29.95 Polisher-Scrubber Kit at no charge. The kit has a long handle for polishing and scrubbing floors. It polishes the furniture or the car or even sands and drills.

It's yours at but a fraction of its cost. The new RCA Estate ranges have enjoyed unprecedented acceptance. This premium plan is being launched to get the maximum number of users as quickly as possible. No one sells better than the satisfied user. See your RCA Estate distributor immediately about the wonderful offer he can make you on this premium plan.



WINNIE .

you can offer!

SEPTEMBER

POLISHES DRILLS SCRUBS

SANDS

Total \$17990 value for only \$14995

2. Big Ad Campaign

IN OCTOBER

COLOR PAGES IN:

McCall'a Good Housekeeping Better Homes and Gardens Farm Journal Electricity on the Farm

NBC RADIO NBC-TV

Complete co-op ad mats and promotion material available.

3. Top RCA Estate Merchandise



Model 5595CP Gas





All gas models available for city or LP (bottled) gas.

Model 5540 Electric

RCA Estate Appliance Corporation • Hamilton, Ohio A Radio Corporation of America Subsidiary



SETS THE STAGE



And sets you up for star sales performance. For this season's selling, V-M-the complete line of phonographs with sound appeal - provides you with a com-

PHONOGRAPH



The New

Soundly planned . . . soundly constructed, the V-M Sound Stage provides you with everything you need for complete window, floor and counter display for the entire line of V-M Phonographs. THIS Sound Stage sets up YOUR store for powerful sound selling.

V-M Deluxe Floor Merchandiser

A dramatic, all-wood "center piece" showroom fixture. Easy to assemble. Requires no more floor space than one V-M 560 "Fidelis"!

• Two Companion "Displays of Note"

Brilliant colors to match Floor Merchandiser. Double as eyecatchers on counter, shelf or table. Washable. Sturdy. Easel-backed.

• V-M "Authorized Sales" Shingle

Neon-effect "Escolite" sign to identify YOUR store as a Voice of Music sales headquarters! *Exclusive patented process.

Day-gle Woll or Window Banner
Startling Neon Red Voice of Music against subtle gray and black tones for striking con-

• PLUS six individual Phono displays including turntable "action" piece.

PIUS colorful Christmas display stand and large poster for volume-sales model 121A.
 PIUS Voice of Music Local Advertising Handbook . . . your local ad aid.

Order NOW from your V-M Man!

IIGH FIDELITY TAPE RECORDERS ONOGRAPHS

SOUND ADVERTISING

Dynamic program of national advertising in magazines and newspapers selected for sound appeal! Your customers will read . . . YOU will reap V-M profits! Strong national magazine merchandising tied in with V-M to help you in your

WORLD'S LARGEST MANUFACTURER

SELLING



pact, competitive package of Voice of Music products-and sets the stage for sales with a powerful merchandising program to back you up all the way!

the Voice of Music



24

MODELS

O CHOOSE

FROM



V-M HIGH FIDELITY Fidelis WITH tone-o-matic

Legs (black or brass finish) optional.

tape-o-matic DISPLAY

Esquire

additional national

PLUS magazines and key

A "Record Your Voice"
Counter Demonstrator
for the new V-M Model
700, Tape Recorder! Let
customers see it...try
it...buy it!

House Beautiful

100





WITH SOUND APPEAL

Voice of Music products offer sound appeal . . . sound styling . . . sound features and sound pricing! V-M provides the complete, compact product line to cut inventory and display re-quirements to the quick.

From high to low end of the line, there's a model to please in every price range... a model with sound customer appeal! Set YOUR store stage for sound selling—stock V-M—the phonographs with proven sound appeal!

Make Holiday Merchandising Plans Now-Your V-M Rep. Can Help You

PHONOGRAPHS AND RECORD CHANGERS

the Voice Vof Music

V-M CORPORATION BENTON HARBOR, MICHIGAN



Their

eyes light

when they see this seal!

Do you know why the name Fiberglas* puts a sparkle in the eyes of your prospects? Simply because they recognize this name and associate it with hundreds of quality products. They read about Fiberglas in the news . . . they see it again and again in national advertising, on television, in leading magazines and newspapers. Fiberglas, in all its many forms, is probably the best publicized, best advertised material of this era.

No wonder the Fiberglas seal on your products often means the difference between a shopper and a buyer. You'll find this seal makes a fine sales tool. Point to it at the peak of your sales pitch, tell your prospect how Fiberglas increases product efficiency, how Fiberglas is typical of the quality materials and construction in the appliance. The spark of recognition kindled by the Fiberglas name will turn the trick on many a sale! Owens-Corning Fiberglas Corporation, Toledo 1, Ohio.

... a name millions know as a good guide to a good buy!



You Don't Have to be Big

CONTINUED FROM PAGE 73-

plain and demonstrate the operation of

any appliance to the best advantage.

"We go in for this human interest angle pretty deeply. For instance, the salesmen make good will visits and let the prospect know that they are always interested in his needs, they send out little card reminders and congratulations on birthdays, wedding anniversaries and similar occasions. And when they do make a sale, they're sure it is the type of merchandise the customer needs and not something with which he will become dissatisfied."

The only promotions which Wellons stages are those which are timetested and fool-proof. These include occasional free gifts to sure pros-pects, special trade-in sales for certain periods, merchandise certificates and similar business boosters. His best promotion was the distribution of hundreds of free keys, one of which would unlock a prize refrigerator. This campaign helped him sell 90 refrigerators in a three-week period.

Free Service

5. Intelligent service. An up-to-date ervice department is expensive, says Wellons, but it can be a tremendous

One of the sure ways for an appliance salesman to get into trouble is to start acting like the boss when he isn't!

asset to any appliance business. He has instituted one service plan which has paid off time and time again.

I found that one of the best forms of advertising in a small retail business is to offer free labor service on appliances even after the warranty period has expired," Wellons says. "I learned this early in my business career because more people became dissatisfied over the fact that we charged one, two or three dollars for labor on a service call. We have learned now that we can operate the service department successfully by employing a service man who sells enough parts and mer-chandise to meet the actual expense of the department.

'By eliminating this labor charge alone, we are able to open many doors that we would not find otherwise. News of quick service and satisfied customers spreads faster than any other news in the appliance industry.'

Profit, Not Volume

Says Wellons: "If we start cutting prices, if we take salesmen off the road, if we reduce our service department or sell merchandise to questionable customers at no down payment, all in order to meet big time competition, we may as well close our doors and start peddling other retailers' prod-ucts. With my five rules of business, I might not do the volume of other retailers but I will show as much profit on the amount of inventory turned. I have faced the challenge for some time and am ready to face it in the future. A small retailer can do a job anytime with the right principles of operation.



Washes clothes in the clean top suds where the fastest, cleanest job of washing can be done.



Nearly 1,500,000 wringer washers were sold last year. Get your share of this tremendous market with the famous Voss line. The only washer that of-fers exclusive "Top Suds" washing.

Write for full particulars.

Note: Repair parts available for previous Voss models.

VOSS WASHER CO. KELLOGG, IOWA

"For 'bread and butter' sales, I'll buy Ironrite's Crusade,"

—writes H. Wayne Gabert, of Pontiac, Mich., now celebrating 25 years in the appliance business.



Demonstrations sell Ironrites. Mrs. Gabert does her own laundry in the store, has plenty of garments of all types on hand to use to demonstrate Ironrite. Here, Mrs. Gabert lets a prospect try out Ironrite for herself.

ronrile

The appliance man's appliance



Mr. H. Wayne Gabert, owner, Wayne Gabert Appliance Store, Pontiac, Mich.

"I've been in the appliance field since 1929—in fact, we are celebrating our Silver Anniversary this year," writes Mr. Gabert. "But it wasn't until recently that I found out what a tremendous 'bread and butter' item we had in Ironrite.

"Of all the appliances in my store (all nationally advertised brands), there are four lines that really are our big profit makers. One of these is Ironrite, which we took on in 1946.

"My wife and I soon learned that Ironrite demonstrations mean Ironrite sales. We're willing to take a little extra time to make an Ironrite sale because of the extra profit. You see, once you make an Ironrite sale, that's it—there are practically no service calls, no expensive installations, no trade-ins to cut into the profits.

"We always try to sell our customers on the idea of a complete home laundry. And since we feel that hand ironing is by far the most difficult laundry job, we're strong backers of Ironrite's crusade to banish hand ironing drudgery. My wife does the family laundry and ironing in the store—this helps sell the complete home laundry idea, and also offers a highly effective way of demonstrating Ironrite.

"Ironrite home instruction is no problem, either. We have a part-time demonstrator who gives complete home instruction following each sale, and who makes sure each customer is completely satisfied with her purchase. The cost of the home demonstrations is inconsequential, compared with the clear profit on the sale.

"In line with our plan to sell customers on the idea of a complete home laundry, we follow up our automatic washer and dryer sales, by phone or mail, as these items begin to be paid up. We find that washer and dryer owners are good Ironrite prospects."

Mr. Gabert offers a couple of tips other appliance dealers might use to advantage: He has learned that Ironrite must be completely demonstrated to be sold (this includes answering all the customer's questions and reassuring her on her ability to use Ironrite satisfactorily). Also, he has found that it is much, much easier to sell Ironrite when both husband and wife are present in the store.

Yes, demonstrations do sell Ironrites. And each Ironrite sale brings in new Ironrite prospects, as one woman tells another about Ironrite. Join Ironrite's Crusade to banish the drudgery of hand ironing now! Demonstrate Ironrite... feature Ironrite... and share in some satisfying profits.

For the First Time PHILCO. 24" TELEVISION

"Sales are Skyrocketing"

Big, Brilliant 335 Sq. Inch Picture

Philco has developed a special chassis for 24" TV. Nothing less gives a big picture with such life-like realism.

Exclusive Phonorama Acoustic Lens

Another Philco advance—it floods the entire room with static-free FM sound in full dimension.

New Custom-Styled Cabinet

Everybody's talking about the "New Look" in TV from Philco for '55. It's another dividend of Philco leadership in design.

THE PHILCO "Miss America"

... Hottest, Fastest-Selling Console on the Market!

Here's the Philco Model 6110 that is setting the pace in TV sales and profits this fall. Christened the Philco "Miss America," it typifies Philco leadership in bringing not just price leaders, but PROFIT LEADERS. And its exclusive Finger Tip Tuning System outdates all other television, regardless of price.



Available in dark or blond Mahogany finish.
Aluminized Picture Tube. UHF-VHF Built-In Aerial.

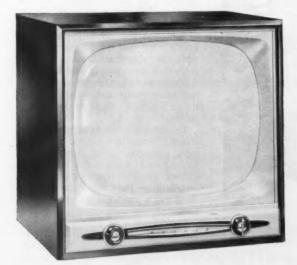
Leadership Makes a Booming Business!

The proof comes from every television market . . . Philco, with 24-inch TV priced for volume sales, has scooped the entire industry. Everywhere, it's the only answer to bigger television profits this fall. It gives the dealer the only real opportunity for higher unit sales because it gives the buyer a genuine reason for spending more money for a TV set . . . plus the greatest reason of all . . . for small screen owners to trade in and trade up. Again, it's a stroke of merchandising leadership that is paying off in a booming business for Philco dealers all over America.









24" Picture at a 21" Price

Yes, Philco gives you the sales weapons you need to make $24^{\prime\prime}$ TV a booming business. The Model 6010, above, opens the door to volume sales and brings in customers ready to buy. It's the value sensation of the year, complete with UHF-VHF Built-in Aerial.



for hidden knobs behind the set



GUESSING

with "blind" side dials

NOW...ONE INVENTORY

Covers Both UHF and VHF in Any Market



PLUG-IN UHF TUNER ...installs in less than 3 minutes

Again, Philco has the answer. All-Channel UHF Tuner plugs into the chassis inside the cabinet—no soldering . . . no holes to drill. No longer does any dealer have to be concerned with double inventory. And Plug-In UHF is exclusive—

Only Philco Has It!

If You Want Volume

-CONTINUED FROM PAGE 77-

surveys the house and picks out a good location for an installation and if the water is pumped from a local well, he checks the pump capacity. Then he reviews the advantages of soft water while demonstrating how the unit works.

These are some of the points he always makes:

- · Savings on soaps and detergents. · Less wear and tear on clothes, less
- irritation to skin.
- · Softener will pay for itself in two years in savings.
- Suggests a free home trial. Sigafoos finds that the softeners that are sent out on trial never come back.
- · Offers to help move the unit if the purchaser moves
- Stresses that food cooked in soft water is fresher and more colorful and tastes better.
- Trys to sell an automatic unit rather than a manually operated one.
- Inquires about customer referrals (these produce less than 10 percent in sales).

Two Types of Prospects

Ashland is a town of some 16,000 people and, like most towns of its size, has both urban and rural families in

A smart appliance salesman is the fellow who knows when it's time to act dumb.

its trading area. The rural customer often presents a greater problem than the in-town dweller but, for that very reason, he is often a better prospect for a softener.

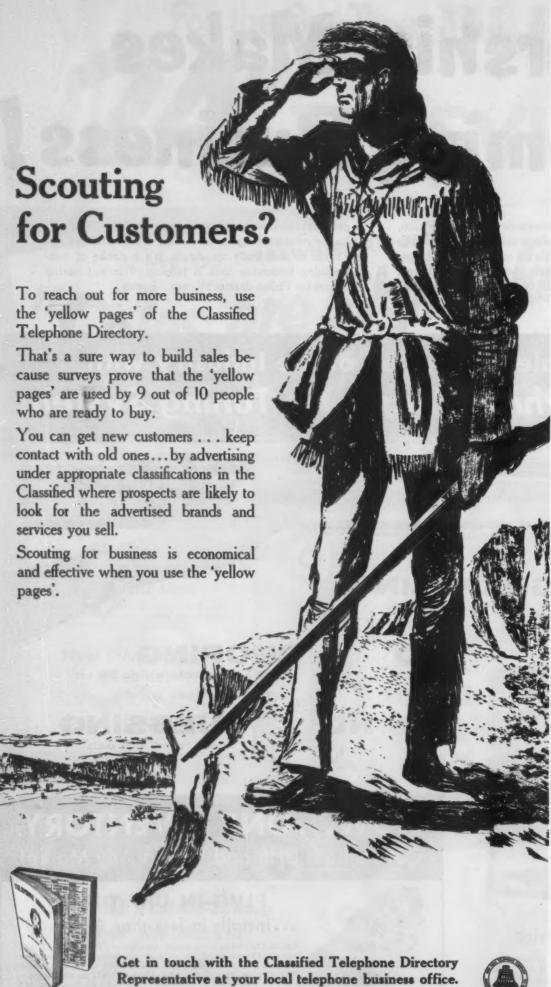
Rural installations frequently run as high as \$1,000 when water must be corrected for sodium salts, iron, turbidity, sulfur, odor, taste and color. The average town or city water has had many of these conditions already corrected by the authorities and an urban installation is easier to sell, of course, at about \$239.

Although the automatic unit runs into a good deal more money than a manually regenerated one, Sigafoos finds that most people who have gotten used to automatic washers, dryers and other equipment, want the automatic softener with maximum ca-

He also finds that families who rent water softeners are a good source of sales prospects. They have already learned to appreciate the benefits of soft water and are ripe for a permanent installation. They value good service "and that's just what we give them,"

Many leads come from water system installation men, says Sigafoos. He arranges with them to bring him a sample of the prospect's new water supply for analysis. Armed with a laboratory report, Sigafoos then makes a sales call and tries to sell a softener.

If the sale materializes, Sigafoos pays the installation man a commission. "I get the leads and he doesn't have to answer for service but he does make something on it," says he. End







Stock and sell Admiral Antenna Kits, pre-packed in cartons for easy, over-the-counter sale. Each kit contains everything needed . . . antenna, mast, mounting accessories and step-by-step instructions. Genuine Admiral labeled kits are guaranteed highest quality . . . salt-spray tested in Admiral laboratories for 500 hours, equivalent to 5 years normal outdoor use. Liberal dealer discounts enable you to sell at "wholesale" prices yet earn big profits.

> CALL YOUR Admiral DISTRIBUTOR

Choice of

for best TV reception of Color or Black & White

in VHF, UHF or VHF-UHF areas, Fringe or Local

Admiral Antennas operate with any make of television receiver



KIT NO. 6

A MOUNT



KIT NO. 2

KIT NO. 7











KIT NO. 8

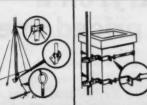


KIT NO. 9

All kits available with choice of

MOUNTING

KIT NO. 5



B MOUNT

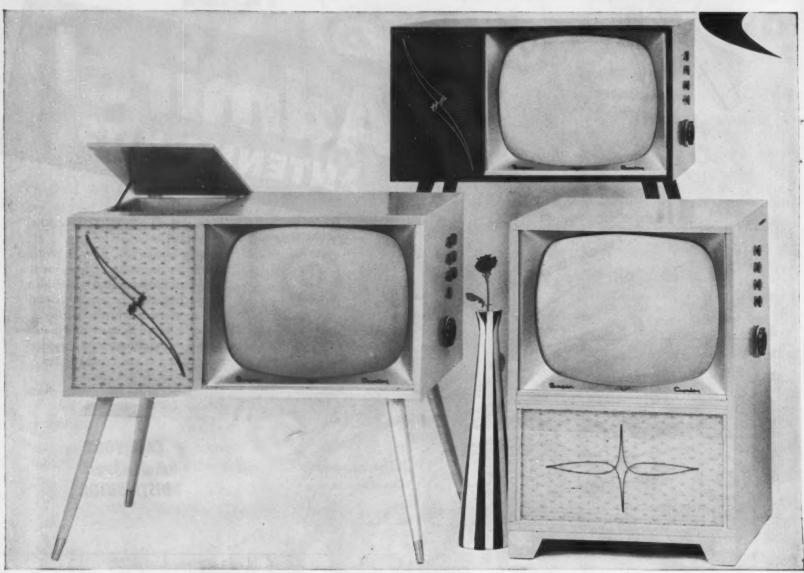


C MOUNT



Admiral Corporation, ACCESSORIES DIVISION, Chicago 47, Illinois

NOW A FULL LINE OF CROSL



A. Combination 21-inch TV and Phono.

B. 21-inch Lowboy Console.

C. 21-inch Console.

BIG 21" CONSOLES

STARTING AT ONLY *189⁹⁵*

— and the longest margins in the industry, on a realistically priced line!

Carry just these six Super-V's this season and you'll have the hottest line in the business. Why? Because Crosley gives you what your customers are looking for. TV that's clear and steady ... picture-perfect and built to stay that way. TV that's easy to install, easy to service and easy to pay for! Cabinets that look modern and stunning and yet take up less room space than television ever did before.

Crosley built the new Super-V line to just those specifications! Features? You name them—Crosley Super-V's got 'em. Selling features like: Vertical-plane chassis, no waste space. 21" Aluminized Cinema-Wide Screen, bigger, brighter pictures. 13% less power consumption, compared to old-style sets. Tube-Life-Extender Circuit, gets more tube mileage. Built-in antenna—Permanent pinpoint focus—Removable picture window—Dualand triple-purpose miniature tubes. Uniform Interlace—Automatic Gain Control—UHF optional (at added cost)—Full-Year Warranty on picture tube, 90 days on chassis parts.

Call your Crosley distributor. He'll tell you about the new Super-V line and show you how Crosley's Football "Game of the Week" Contest on NBC radio network can build store traffic and sales for you. Prizes? A 1955 Cadillac, every week!

SUPERE



TIE IN WITH CROSLEY'S "GAME OF THE WEEK" RADIO PROGRAM ON NBC NETWORK! **CROSLEY FOOTBALL CONTEST!** PRIZES: 12 BRAND-NEW CADILLACS!

Build store traffic . . . break sales records.

Each week for twelve weeks the winner gets a 1955 "Series 62" CADILLAC, black 4-door Sedan complete with Radio, Heater, Power Steering, Hydromatic Drive and White Sidewall Tires.

Only Crosley dealers have entry blanks. Customers have to come to you to enter the contest! Here's your chance to demonstrate and sell Crosley Super-V's to really heavy traffic-folks who'll come back again and again to enter ach week's contest!

Call your Crosley distributor. He'll tell you how the contest works . . . give you your entry blanks and display material. And—he has a surprise for you!

Everywhere people are saying:

A. Combination 21-inch TV and Phono. HF hi-fi-type Cinema-Sound Speaker. Aluminized picture tube. Changes records of all sizes and speeds. Blond-finished, \$309.95.* Walnut-finished, \$299.95.*

B. 21-inch Lowboy Console. Crosley's exclusive Cinema-Sound Speaker. Aluminized Cinema-Wide Screen. Blond-finished, \$259.95.* Walnut-finished, \$249.95.*

C. 21-inch Console with a price tag that's hanging on many a table model! Aluminized Cinema-Wide Screen. Concert-quality speaker. High, easy-to-reach side controls. Blond-finished, \$209.95.* Mahogany-finished, \$199.95.* Walnut-finished, \$189.95.*

D. Custom-built 21-inch Console. Perfect step-up seller! HF hi-fl-type Cinema-

Sound Speaker. Rich-looking grille and cabinet details. Blond-finished, \$229.95,* and mahogany-finished, \$219.95.*

E. 21-inch Table Model. Biggest 21" screen in smallest cabinet ever. Mahogany-finished, \$179.95.* Blond-finished, \$189.95.* Walnut-finished, \$169.95.* Wrought-iron stand, extra.

F. Famous 17-inch Crosley Super-V. The set tens of thousands of customers have picked up and carried home! Still a best-seller. Mahogany-finished, \$149.95.* Blond-finished, \$159.95.* Walnut-finished, \$139.95.*

Crosley gives you more for your money! (Crosley Appliance & Crosley gives you more)





Direct Mail

tomers for years are lucky. The post office will drop mail to box holders in the country unaddressed, and also second class mail on this basis.

The more personal the mail is, the better reading it gets is an adage of direct mail men. Furthermore, up to a point, the more elaborate a mailing piece is, the better it pulls. Color has been said to add 15 percent to the pulling power of a mailing piece.

Frowns on Premiums

Some very fine direct mail is put out by appliance manufacturers, but of necessity it is product advertising. The dealer gets best results from pieces suited to an occasion. Preparation for a holiday, for winter, a sporting event, in which the product is made a means to an end, works out best for the dealer. The storekeeper who works out his own direct mail copy gets better results, thinks Mr. Young.

Most manufacturer copy hooks in

Most manufacturer copy hooks in a premium offer to obtain a quick kickback that the dealer will feel. At least 10 percent of those receiving the piece will come in for premiums. On premiums Mr. Young frowns, saying that the same 10 percent regularly come in to take the bait, and they are not the prospects he wants.

To do as big a job advertising in local newspapers as he does by direct mail would make the cost prohibitive,

says Mr. Young.

The reason more retailers do not employ direct mail is laziness, say direct mail authorities. Today there are letter shops in nearly every city which will take the load off the dealer. Mr. Young does not even own an addressograph. However, there are still few places that prepare copy, and with the local newspaper space salesman showing up with a written advertisement, it's easier to okay it than sit down and knock out a direct mail

While the Young firm sells Crosley, Philco and Amana freezers, it also does a business on other appliances, including television. Mr. Young's hope is that a freezer will appear on the market which offers 8 cu. ft. of freezer space and 7 of refrigeration. "Then we will go to town," he says.



"THE REFRIGERATOR DOOR IDEA BECAME SO POPULAR THEY DECIDED TO MANUFACTURE THIS NEW MODEL."

FREE! *2 New SKIL Displays!

TO ATTRACT THOSE "DO-IT-YOURSELF" CUSTOMERS!... STEP-UP SALES...BOOST PROFITS!



Progressive appliance dealers everywhere are beginning to cash in on the "Do-It-Yourself" movement! Now SKIL, with the greatest brand name acceptance in the industry, offers you all this! HIGH unit sales with BIG profit margins ... Complete market coverage with 21 popular tools that embody outstanding sales features—thanks to continuing product improvement . . . All backed by powerful advertising, full merchandising support at point-of-sale, and FREE display units to build traffic—sell tools fast! Cash in on SKIL Brand name acceptance! Give SKIL Tools front display!

NEW! 4 new tools to round out the best known, best accepted and greatest line of power tools in the home shop field!



New Improved SKIL Saw. Only \$49.50. No other at this price



New SKIL 38-piece Drill Kit. Only \$49.95. To boost Fall and Chairman Sales



New Improved SKIL



21 FAST-SELLING SKIL POWER TOOLS— Only SKIL gives you such a complete line . . . only SKIL gives you 21 ways to make sales and profits. Only SKIL, the leader in power tools, backs you up with the merchandising helps to build your power tool business.

An appliance center for men that costs you less than a TV combination! A dramatic, full-line, illuminated merchandiser in beautiful knotty pine.

Takes minimum space. Sales tested. Cash in on the growing SKIL market. Get full 30% discount—no trade-ins—no service problems. Time payments can be added to payments on major appliances purchased!

MILLIONS AND MILLIONS OF SKIL MESSAGES REACH RIGHT INTO YOUR COMMUNITY!



Powerful Advertising Support throughout the fall and winter months in Saturday Evening Post, Argosy, Outdoor Life, Popular Mechanics, Popular Science Monthly, Mechanix Illustrated, Family Handyman, Plus—Free Ad Mats, Radio Scripts, Envelope Stuffers, Miniature Catalogs.



SKIL Corporation, Dept. EM-104 5033 Elston Avenue, Chicago 30, Illinois

Please send me complete details on SKIL Home Shop Tools, the new FREE displays, and the SKIL plan for appliance dealers.

	CONTRACTOR OF STREET
Street	
	- 1



A STANDOUT at \$18.95!

A quick check of its many fine toaster features sells both budgetand quality-minded buyers! Completely automatic. Browns every slice evenly, one slice or hundreds. Toast-taste selector. Cool plastic handles. Hinged crumb tray. Bread carriage rises extra high.



BEST BUY at only \$24.95!

Plenty here to make customers sit up and take notice! It's America's lowest-priced fullsize, 2-speed food and beverage blender, with costly blender features. Here's your opportunity to sell the great mass market that wants this laborsaver, but has hesitated because of price.

Get the edge with new budget-priced MANNING-



MATCH IT at only \$8.95!

Look where you will, we don't think you'll find another vibrator value like this! And what a market! These days, tension is everywhere. And here, for just a few dollars, is an easy way to relax and get soothing relief. Four separate applicators for face and body. Priced below \$10, it makes a fast-moving gift item.



\$37.50 BRAND-NEW! \$49.50!

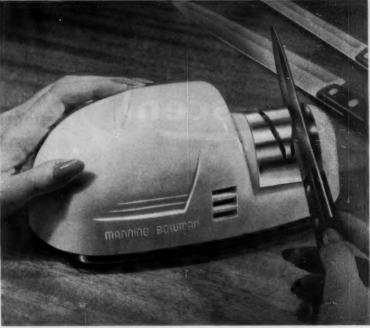
The last time we produced a 24cup coffee urn, retailers couldn't keep 'em on their shelves! In a proved fast-selling design, here's that "jeweler's finish" ManningBowman appliances are famous for. In big demand by clubs, churches, anyone who does a lot of entertaining. 12-cup size, \$37.50. 24-cup size, \$49.50.



SOOTHING RELIEF for only \$19.95!

Tired feet and aching backs are as common as head colds! Just get people to talk about 'em and you've sold this heat massager. Ribbed grille (curved to fit foot)

massages both feet at once. Foot control switches for both mas-sage and heat. Bracket permits wall mounting for massaging



WORTH MORE than \$12.50!

Shop the market as your customers do, and you'll find this is the only top-quality knife sharpener priced so low! Actu-ally dollars less than brands of comparable quality. Just a reminder about dull knives being too costly to discard will sell plenty!

these **BOWMAN values!**



NEW! EXTRA VALUE! Just \$19.95!

Depend on Manning-Bowman to scoop the market with a most for-the-money value like this! No other 9-cup automatic per-colator can compare! Its styling says "good taste," and a quick demonstration by your distributor salesman will prove its per-formance says "quality."



NEW AND TIMELY! Only \$19.95!

Check this one! It's a sparkling new Electri-Kettle, timed just right for the big increase in tea and instant coffee users. And what buy-appeal! Its exclusive

antique copper finish has the look and feel of "jeweler's quality"—yet look at the price! Display it—demonstrate it... watch it sell!

Prove that I'll increase my sales!

☐ Please give me the name of my nearest Manning-Bowman distributor.

Store Name

Address.

AcGraw Electric Co.

ELGIN. ILLINOIS. 0 1954

Only

Offers You This
Complete
Phono-Recorder Line!

Everything you need from <u>one</u> manufacturer to trade up from low-end to top models in easy stages...without moving from brand to brand!







7 PHONOGRAPHS

Model 2601 Hi-Fi Portable — A super engineered luggage type phono with console hi-fi volume.

Model 601 "INTERMIX" Portable — A smartly styled portable with the only record changer that does not require "stacking".

Model 1601 3-Speed Portable — A quality model portable phono with 6" speaker. Fine for rumpus room use.

Model 1600 Table Top — An excellent utility type phono with "INTERMIX" changer. Suitable for any room in the house.

Model 600 Table Top — A good quality service phonograph with 3-speed, non-intermix changer.

Model 604 Record Player — A high quality player with detachable speaker-mounted cover for remote control operation.

Model 1100 Record Player — A low end portable player for those who insist on an inexpensive 3-speed model.

3 TAPE RECORDERS

Model 2900 Hi-Fi 2-Speed — Combines full fidelity performance with renowned CRESCENT simple, easy operation. Here is a tape recorder that has everything...at a price!

Model 9037 2-Speed Recorder — A high quality tape recorder with many features of the CRESCENT Hi-Fi. Makes a perfect step-up from low end to high end models.

Model 903-907 Tape Recorder—The famous CRESCENT \$99.50 recorder that is truly a low end leader. Out-performs many more expensive models. 3¾ IPS or 7½ IPS styles.

3 NEW 45 RPM MODELS

Model 453 Portable Phono — A beautiful, lightweight, portable phonograph made only by CRESCENT. A "must" for anyone selling phono's.

Model 452 Table Phono — A favorite anywhere! Has 3-tube amplifier and 4" x 6" speaker. Should be in every retail appliance store.

Model 451 Plug-In Changer — Another "must" for record shops! Has same 45 RPM mechanism as other CRESCENT models... comes complete with A.C. cord & plug and phono cable and plug assembly.

NEW! NATIONAL ADVERTISING PROGRAM

For the first time CRESCENT tells it's story to America's millions through the medium of national magazines. Look for CRESCENT advertising this magazines. Look for CRESCENT advertising the Magazines. Look for CRESCENT advertising this magazines. Look for CRESCENT advertising this magazines. Look for CRESCENT advertising the Magazines and SATURDAY EVENING POST, followed the Magazines and SATURDAY EVENING POST, as a control of the CRESCENT of t

JOBBERS! DEALERS! Never before have you been able to get a complete line of 3-speed, and 45 RPM phonos and record changers and medium price tape recorders all from one source! Here's your chance to fill all your requirements through one nationally known manufacturer who also can supply you with mechanisms as well as proper accessories.

Write for full information! 3-color catalog pages, descriptive envelope stuffers and a complete "package" of merchandising aids are available!

CRESCENT INDUSTRIES, INC., 5900 West Touty Avenue, Chicago 31, Illinois

Four Dealers

-CONTINUED FROM PAGE 79-

five years from now if you buy any other make."

These, then, were the five dealers we had contacted and the approaches they had made to sell us.

Which Did We Buy?

First we made a dollar-and-cents allowance for, after all, the amount we as customers had to pay out of our pockets was a factor of some interest. Here is what this revealed:

	List	Trade In	Bal- ance
Original Make dealer	\$299.95	\$59.95	\$240.00
Dealer A	299.95	75.00	224.95
Dealer B	299.95	60.00	259.95
Dealer C	329.95	45.00	284.95
Dealer D	309.95	25.00	284.95

From a purely monetary standpoint Dealer A offered the best inducement but the first thought that occurred to us was that his offer was so high something must be amiss. So we did some fast checking and found two owners of this make. They were emphatic in declaring they would never buy it again and told us why . . . all fault lay in the machine and not with the dealer himself.

Perhaps this big trade-in allowance would have sold some customers. In our case it made us overly suspicious of the merits of his machine.

On the original make dealer (and we still were very much sold on the machine) the terrifically bad service and arrogant attitude in making the sales approach put us definitely on the defensive. Also, the discovery that actual cause of trouble in the machine was a minor item and had nothing to do with the motor . . . would amount to about \$10 . . . set us to wondering how many times before we had been "snowed" on the repairs that had been made. We felt it was just too much to risk again.

Check-ups among friends on Dealer B's product received both favorable and unfavorable comments. Our chief reason for rejection of his machine was on mechanical features which did not appeal to my wife. Perhaps if the salesman had been able to discover this during his store demonstration they would have been overcome. But he made no effort whatever to find what response each presentation was

(Continued on page 130)



"STILL FEEL LIKE YOU COULD REACH OUT

ONLY this new Thorfully automatic washer offers pre-set rinse control!

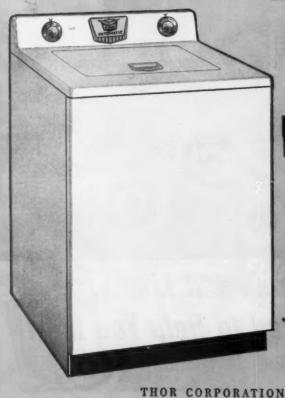


Only this new Thor Automatic Washer offers this great new product selling feature! Makes possible complete control of rinse water temperature. What's more, this new Thor will actually wash a full load of clothes using as little as 5 gallons of hot

water per full washer load! Here's economy plus!

Here's the great new Thor that sells itself with
feature after feature that women want—at a price
they want to pay! No wonder this new Thor Automatic Washer is the hottest news in the business!

AMERICA'S BIGGEST WASHER VALUE!



- Pre-Set Wash Water Temperature Control
 - Washes full load of clothes using as little as
 5 gallons of hot water
- Thor Super-Agitator Washing Action
 - Thor Soap and Water Saver—no extra cost!
 - Stow-Away Space Saver at a small extra cost!
- World's Fastest Fully Automatic Washer



For full details — See your

Thor distributor
salesman, now!

Chicago 50, Illinois

Presto means Top Quality...



THIS NEW 2-IN-1 APPLIANCE HAS EVERYTHING A DEALER NEEDS FOR EASIER SALES!

There is no reason why a luscious beauty queen can't cook too! And when she can —she's got everything! A traffic-stopper! A money-maker!

WELL...HERE SHE IS! An eyefilling, gleaming beauty! And what a cook! Cooks and deep fries everything but the ice cream! Makes a stunning server and chafing dish!

NEVER BEFORE IN COOKING APPLIANCE HISTORY SO MANY EASY-TO-SELL FEATURES!

- Cooks. Deep fries. Roasts. Steams. Braises. Bakes.
- Plug in anywhere. Cook and serve on the spot!
- Pure classical styling. Gleaming Silversmith finish.
- Automatic Controlled Heat. 1400 watts, Simmer to 450° F.
- Exclusive stick-proof cooking surface.
- Stay-cool handles. Detachable Cord.
- Jumbo 6 quart capacity. Serves two or ten.
- New 60-page Cooker/Fryer Recipe Book included.



ECONOMICAL DEEP FRYING!

No more shortening breakdown. Easy-to-clean perforated aluminum fry-basket included.



PRESTO ENDS GUESSWORKS

 Time-Temperature Panel 2. Handy Heat Selector 3. Automatic Controlled Heat 4. Signal Light



Best Styled, Best Promoted Line...

Nationally Advertised to Help You Sell!

PLUS Profit

Mind your P's and Q's! That's a familiar way of saying "watch what you're doing and do it right." If you're doing just that, then you'll sell Presto-America's most beautiful line! It's the line that's right for more dealer profit and easier selling.

P for Profit-Q for Quality. That's the Presto sales story.

Sell-on-sight sock! Ultra-modern performance. Exclusive features! Big profit-margins! High-powered national advertising! You can't miss when you watch your P's and Q's and sell Presto!

AMERICA'S MOST BEAUTIFUL COFFEE MAKER!

Presto

AUTOMATIC Coffee Maker

Beauty sells coffee makers and Presto gives you the prize win-ning beauty to sell! Sleek, smart styling and brilliant Silversmith finish.

- Completely automatic
- Exclusive Thermatrol makes coffee twice as fast
- Exclusive Lok-Tite cover. Coffee basket lifts out in one unit with cool-handled cover



MOST EXCITING NEW APPLIANCE IN YEARS!

NEW Skillet

DEEP for all-purpose cooking

The Presto Skillet has smashed selling records from one coast to the other! A new sell-out item! Big wide-open market ready and waiting for you!

- Deep enough (21/4") for versatile cooking
- Striking Silversmith finish
- No messy dunking in water.
 Exclusive Stickproof interior wipes clean in seconds.



IT CASSEROLES

THE ONLY TAP WATER VAPOR STEAM IRON WITH SCORCH PREVENTER!

Presto

Vapor Steam and Dry Iron

You can't miss when you sell a feature like Presto's Exclusive "Scorch Preventer." No other iron has it and women want it! Fast sales are Presto sales in today's market!

- Controlled Vapor Steam
- Uses plain tap water
 Smooth, rounded sole plate
- Easiest to fill and empty



GREATEST PRESSURE COOKING ADVANCE IN 15 YEARS!

NEW Presto Cooker

Fabulous, sales-making news!

—"Look how easy it is to pressure cook now!" And it's a mazingly true!

Newautomatic features. Newstyling. New promotion from Presto—world leader in pressure cooker -wor

- New Automatic Air Venting
- New Cooking Guide on handle New Pressure-Tru Indicator





OVER 21 MILLION SATISFIED PRESTO USERS

NATIONAL PRESTO INDUSTRIES, INC., ZAU CLAIRE, WISCONSIN



Four Dealers

-CONTINUED FROM PAGE 126-

receiving and as a result his machine never really had a chance, when the final decision was made.

Even though we had a high opinion of the machine handled by Dealer D the belligerent attitude of his salesman was just too much. Both of us have been around long enough to know that no manufacturer in any major appliance line has an absolute corner on quality in his field.

Why He Won

Which means that Dealer C made the sale. Why? Afterwards we asked ourselves this same question and came up with these answers:

(1) He had proved to us his machine was of top quality and performance. His willingness to go to any lengths to let the machine prove itself had great weight.

(2) The trade in allowance was

(2) The trade in allowance was reasonable though not high. Our purchase was made on value received so trade-in allowance alone could not be a deciding factor.

(3) Proof of willingness to give top service; an offer to place a loan machine in our home anytime he had to take the unit to his shop; small

The secret of being a good appliance dealer is to be able to keep the business running while you're sitting down!

details of what he did in making sure the installation was right in the first place had a big effect upon us.

(4) His willingness to have us check with actual users whose names and addresses he gave us (though we didn't bother to follow through on them) also had a most favorable impression.

(5) And, I'm sure, this dealer's apparently sincere desire to have us as a customer rather than just to make a fast dollar out of our transaction, had a great deal to do with the choice.

A Big Reason

BUT—in all probability we would have repurchased the original make over all of these if the dealer in question had given a "continental damn" about his customers.

about his customers.

Instead, a family who believes in electrical living and has a home filled with appliances of ONE manufacturer's make will probably in the future replace each of these units with some other brand when all would have been re-purchased otherwise.

We were, in truth, so sold on this firm's product that we never thought of looking at a competitor's in the

How important is the dealer's role in handling any appliance? We know very definitely now from our own experience and we'll wager there are hundreds of other families like ours in this country today.



Crowning achievements by Hallicrafters



King Size 21-inch Table Model (21T320W). Powertronic chassis...90° deflection tube. 263 square inches of viewing surface. Aluminized picture tube. Automatic gain control. Multiple dual purpose tubes. Improved interlace. Safety glass front. Built-in antenna. Available with All-Channel UHF/VHF tuning. Size 18¾" high, 23½" wide, 20¼" deep. Choice of walnut, mahogany and blond cabinets.



Hallicrafters new personal portable (TW55) is a handsize, 4-tube radio. Smartly designed plastic case with gold face. Matching plastic base containing a rectifier and line plug for operation of the radio on AC current is available as an optional extra. Suggested list price \$29.95

(With matching base (B55) \$39.95)



Here's the new Hallicrafters King Size 21-inch Console TV(21K340M). Its new 90° deflection tube gives a 263 square inch picture . . . 13 square inches larger than that of any ordinary 21-inch set. Because the tube is aluminized this set gives a picture that is up to 40% brighter. Available with All-Channel UHF/VHF tuning. Mahogany or blond cabinets. Metal legs with rubber tips. Size 35¾ high, 23½ wide, 20¼ deep. Suggested list price \$199.95 (Mahogany)

in electronics...

see ear see allicrafters

4401 WEST FIFTH AVENUE, CHICAGO 24, ILLINOIS

World's Leading Exclusive Manufacturers of Communications, Television, Radio and High Fidelity Equipment

Prices slightly higher in South and West

If it bears the name "Hallicrafters," it sells on sight . . . sells on sound . . . yields "King Size" profits for all. Why not contact your Hallicrafters distributor and put yourself in the Hallicrafters profit picture right now!

Color anodized aluminum trim is one of the features of this home freezer.

Salesmen at the C. H. Kirchdorfer
Appliance Stores Capitalize on
Their Customers' Knowledge of Aluminum



How Aluminum Helps Sell





This customer has a reason to be happy. She has just learned that this lint trap of rustproof, lightweight aluminum removes forever the problem of lint which she had with her old dryer.

KIRCHDORFER APPLIANCES

More Appliances

"Aluminum is a big selling point in appliances, and our customers know it," says Mr. Clarence Kirchdorfer, owner and manager of the two modern Kirchdorfer Appliance Stores in Louisville. "More and more aluminum is being used in appliances of all types, and advertising has taught many customers to look for the advantages of aluminum in the appliances they buy. Because of this, it is only smart selling when our salesmen point up these aluminum advantages to our customers. They help sell."

How Aluminum Helps Sell Appliances

Some of the aluminum advantages in appliances used to point up sales at Kirchdorfer Stores are the following: Aluminum evaporators in refrigerators, aluminum liner panels and cold plates in freezers assure rapid heat transfer. Color anodized aluminum trim is attractive wherever used. Aluminum parts in mixers, waffle irons, sandwich grills, deep fat fryers, and irons are light, attractive, rustproof, non-toxic, and easy to clean. Aluminum parts in sweepers make them durable and lighter to handle.

Aluminum Advantages Aggressively Merchandised to Consumers

National magazine and network TV advertising by Reynolds Metals Company is constantly reminding customers to look for aluminum in the appliances they buy. Smart merchandisers like C. H. Kirchdorfer are putting this support to work for them right at the point of sale where dealer profits are made. Reynolds Metals Company, 2510 S. Third Street, Louisville, Ky.



CHICOCIDORER

CHPLIANC

The aluminum sole plate on the iron is a big selling point because it is lightweight and will not rust. The aluminum coffee maker is attractive, will not chip or break, and will keep its new appearance for years.

Aluminum for cooking utensils is a feature on which housewives have been sold for years. That's why this mother of two is glad to hear that both the basket and inner liner of this fryer are made of aluminum. She knows aluminum is rustproof, chip-proof and will not taint her family's food.



This seal, already recognized by many of your customers, is used by many packaged goods manufacturers to tell consumers that their products are quality protected with Reynolds Wrap Aluminum Packaging.



You'll soon see this seal on the appliances you sell. It will let your customers know which products offer the quality of Reynolds Aluminum.



wham

these promotional power tool kits are packed with sales dynamite . . .



backed by

advertising impressions in LIFE, Saturday Evening Post, This Week, Parade, Living for Young Homemakers, Popular Mechanics, Mechanix Illustrated, House & Garden, House Beautiful, etc., between now and your Christmas gift selling season!

If you sell electrical appliances, CASH IN with Thor SpeedTools the only "electrical appliance" aimed at

millions and millions of men!

Every merchandising aid you need PLUS BIG ADVERTISING ALLOW-ANCES are ready and willing to help you promote.

phone, wire or write-RIGHT NOW! Find out about the most fabu-



SpeedWay manufacturing co.

a division of THOR Power Tool Company 1890 S. 52nd Avenue . Cicero 50, Illinois

Simplified Mailing

- CONTINUED FROM PAGE 80 -

the free copy of the list showing the patron count for each route. A tron" in P. O. parlance, is a mail stop. The list indicates how many stops are residences and how many are places of business. Here's a sample: Cleveland 18, Ohio

Route 1845

Residential Patrons Business Patrons 31

Between the map and the patron count you have everything you need. You've learned, let's say, that the area within a mile of your store is served by 10 postal routes with a total of Of these 3,700 are 3,850 patrons. residences and 150 are business firms.

STEP 2: Tell your printer exactly how many copies of your mailing piece you want-in this case 3,700, assuming you are interested solely in residences. This is important. If you give the postman a short count he'll deliver what he has until his supply runs out. If you give him too much the postoffice will "dispose of the surplus." This is a nice way of the surplus." This is a nice way of saying that what's left over will be

burned. Either way, you lose.
Also, tell your printer to address each mailing piece like this:
Residential Patron

Letter Carrier Route

(Name of city and state) This legend, of course, can be printed since individual addressing no longer is necessary. Each household on every route you designate (if you like, you can cover your entire town) will receive your mailing. Incidentally, if you want both residences and business places served use the designation "Patron" instead of "Residential Patron." If you want stuff to go to business firms print "Business Patron."

STEP 3: Mailing. Tie your mail in bundles small enough to be manageable by handlers at the postoffice. safe rule of thumb is 50 pieces to the bundle if each piece is large or bulky, about 100 if your mailing consists of postcards. Attach to each bundle a facing slip with this legend: "For distribution to patrons served by letter carrier," and add the appropriate route number.

That's all there is to it. Your mailman does the rest.

Effectiveness at Low Cost

What's so wonderful about simplified mailing? What does it mean in down-to-earth practical terms to you Consider as an appliance dealer?

these two points:

1. It offers you an especially effective way to spend your advertising dollar at the lowest possible cost per po-tential customer. You can, of course, use your daily or neighborhood newspaper-and there are times when this is the thing to do. But newspapers are not always the most satisfactory medium when your customers are restricted to a specific neighborhood. Since ad rates are based on total circulation, why pay for coverage that doesn't count? You can hire boys to distribute circulars. But boys have been known to dump their cargoes. down the nearest sewer to speed the completion of their appointed rounds; besides, a handbill lacks the prestige of a mail-delivered message.

Hits the Housewife

2. It offers you a low-cost method of bringing your sales message to the family's No. 1 purchasing agent-the housewife-at a time she is likely to be most receptive. The arrival of the mail is something of a ceremony in most households, a pleasant interlude in the day's chores. The average housewife reads her mail in a moment of leisure. What better time could you come to her with your appeal?

Simplified mailing can serve you in an endless number of ways. It can help replenish your customer list with new people to offset the normal losses due to mortality. It's a way of introducing yourself to newcomers to the neighborhood. You can use it to announce a change in store hours, a move to a new location, an expansion of facilities, a change in your telephone number.



"WELL YOU'RE GETTING BETTER, BILLINS-THE THUD WAS'NT HALF SO SICKENING

almonds cake flour sugar peppermint extract food coloring canned soup curry powder dried prunes peanut butter pineapple juice catsup walnuts graham crackers vanilla wafers strawberry ice cream canned fruit cocktail maraschino cherries Worcestershire sauce barbecue sauce quick-cooking oats vinegar crushed pineapple confectioners' sugar canned salmon cracker crumbs cooking chocolate smoked ham dates salt pepper vanilla extract cream of tartar canned baked beans tabasco sauce American cheese pineapple tidbits baking powder shortening soda corn meal brown sugar chili powder garlic salt nutmeg caraway seed canned chili beans tomato iuice marshmallows cream cheese chocolate cake mix popcorn stick candy

The above items are ingredients in recipes published in one issue of...

applesauce salad dressing



Do you think that farmers grow ALL their own groceries?

They don't. True, many farm families put away some dressed beef, pork and poultry in freezers, and freeze or can some vegetables and fruit.

But farmers are in business to make money. Crops such as corn, grains, soybeans, grass, steers and hogs need a lot of processing before they are fit for food. So the farm family depends on the supermarket and the grocery in town.

These Successful Farming families live well because they can afford to live well. Their average cash income is close to \$10,000. They are

top customers for food. And their families are larger, eat more because they work outdoors. They also eat more at home than the urban families.

These SF families are rebuilding, remodeling, and refurnishing, adding kitchens, bathrooms, central heating, major appliances, new furniture and furnishings; and are prime prospects for anything for their homes.

WITH over 1,300,000 circulation,
SUCCESSFUL FARMING represents
a bloc of buying power equal
to another national suburbia
—a market no manufacturer
can afford to neglect! For
new volume, and to balance
national advertising schedules on
electrical goods, there is no effective
substitute for SUCCESSFUE FARMING.

Any SF office can tell you more!

Because no other medium can

IN CHICAGO, IT'S

Four reasons why Tribune advertising sells more for you!



THE LARGEST AUDIENCE! Your advertising in the Tribune reaches the families who account for the bulk of Chicagoland appliance store purchases—hundreds of thousands more families than are reached by any other Chicago newspaper.



YOUR BEST PROSPECTS! Because they know the Tribune contains the largest selection of home merchandise offers, it is the medium your best prospects refer to for shopping information when they are ready to buy.



HELPS YOUR SALESMEN! With a schedule in the Tribune, you give your salesmen a potent sales weapon to use when they call on Chicago dealers, who know Tribune advertising is the most powerful brand promotion you can use in Chicago.



BUILDS DEALER SUPPORT! Dealers welcome the opportunity to tie in with your Tribune advertising because it helps increase their store traffic and builds extra volume from pre-sold customers.

YOU OWN THE STRONGEST CONSUMER FRANCHISE IN CHICAGO ...

match its selling power...

THE TRIBUNE 4 TO 1!

NO MAKE the grade with advertisers of appliance store products, a medium must produce action on both sides of the sales counter. And in Chicago, the medium which gets the most action from both consumers and dealers is the Chicago Tribune.

A look at the charts gives you the evidence. Advertisers of appliance store products placed more than four times as much of their promotion funds in the Tribune as they placed in the second Chicago newspaper.

The Tribune received nearly two thirds of the total Chicago newspaper advertising investment for these products-nearly twice as much as was placed in all other Chicago newspapers combined.

How does one newspaper run up a record like this? With selling power! And the selling power of the Tribune can make every advertising dollar you invest in the midwest more productive.

You get the best results from your Tribune advertising when you base it on a Tribune consumer-franchise plan. This plan starts with an intensive analysis of your present situation in the Chicago market. It examines your problems and opportunities. It provides you with a proven basic plan for greater sales and a stronger market position.

Take the first step toward getting more business in the Chicago market. Ask a Tribune representative to show you what the Tribune consumer-franchise plan can do for you. Call him today.

220 E. 42nd St MUrray Hill 2-3033 Penobscot Bidg. WOodward 2-8422

GArfield 1-7946 MEMBER: FIRST 3 MARKETS GROUP AND METROPOLITAN SUNDAY NEWSPAPERS, INC.

3460 Wilshire I DUnkirk 5-3557

Percentage of expenditures of general advertisers of housing equipment and supplies and radio and television sets in each Chicago newspaper. Year 1953 12.9% 7.4% 65.7% 14.0% CHICAGO CHICAGO CHICAGO CHICAGO PAPER D

WHEN YOU BUILD IT WITH ADVERTISING IN THE CHICAGO TRIBUNE!



ence, 110 N. E. (2d) 67, the testimony showed facts as follows: One Goers purchased from a retail seller named Lorence a hearing device for \$175. According to Goers' testimony the hearing device did not function properly. She frequently visited the seller's office without any satisfactory results. Finally Goers returned the hearing device to the manufacturer. instead of returning it to Lorence from whom she originally made the purchase.

Although the lower court held that Goers could recover from Lorence the full amount paid on the purchase price, the higher court reversed the

verdict, and said:

Proof of the return of the hearing device by plaintiff (Goers) to defendant (Lorence) is one of the essential elements of her cause of action and must be established by competent proof. Failure of the plaintiff to establish return of the hearing device to Lorence impels us to reverse the judg-ment."

This court also laid down this law: To recover damages the purchaser must return unsatisfactory merchan-dise to the original seller. Therefore, the legal effect of this new higher court decision is: First, where a seller endeavors to make the subject of the sale satisfactory to the purchaser, and the purchaser continues to bring the device to the seller for necessary repairs, the purchaser may delay indefinitely in returning the merchandise to the seller and demanding refund of the purchase price. On the other hand, unless the purchaser proves positively that he delivered the unsatisfactory merchandise back to the original seller, he cannot recover damages for the seller's breach. This is so, although the purchaser delivers the unsatisfactory merchandise or device to the manufacturer who sold it to the ultimate retail seller.

Law of Implied Guarantees

Many sellers of electric appliances are asking important legal questions on implied guarantees. These questions are: "Under what circumstances is a seller liable on an implied guarantee? Is an implied guarantee effective as to the used electrical merchandise and equipment?"

See the leading higher court case of Wallower v. Colorado Supply Company 247 Pac. (2d) 682, decided recently. The court held that if a buyer makes known to the seller the particular purpose for which merchandise or equipment is being purchased, there is an implied warranty that the merchandise or equipment shall be "reasonably fit" for such purpose

One day a man named Wallower consulted a seller on proper equipment for a hay drier, which required an additional power unit. Through the seller Wallower arranged for purchase of a used motor to be placed upon the equipment. The motor when put to the field test failed to operate properly. After continued efforts to

repair and make the equipment operate satisfactorily, Wallower was never able to make it produce its fullest capacity and on account of shutdowns he sustained loss and damage. He finally gave the seller notice of rescission of his contract; made demand for return of the purchase-price money; and finally wrote a letter of rescission.

In the resultant suit Wallower asked the court to decide that the seller had breached an implied warranty because he had sold him the motor with the specific knowledge of the intended

The suit was condensed into a simple problem, as follows: Wallower claimed that the seller was responsible on an "implied" guarantee that the equipment was reasonably suitable for the purposes for which the seller knew it was to be used. Wallower asked the court to award him a judgment of \$1,907.40 paid on his note, and damages of \$582.48 which he paid out for materials and labor because of the breakdowns in the motor, and an additional \$2,668.20 for loss of earnings from use of the equipment due to the inability of the motor to meet the reasonable requirements for which it was needed, as he had explained to the seller.

After considering all testimony the jury rendered a judgment for Wallower. The higher court approved the

verdict, saying:
"The controlling question in this controversy is: Was there an implied warranty on the part of Elder, the seller? The sales act clearly provides for an implied warranty that the goods be reasonably fit for the uses, made known to the seller by the buyer, for which they were purchased.'

Law of Minors

Modern higher courts consistently hold that a minor is not responsible on a contract of sale. In other words, the minor may at any time rescind the sale contract and demand refund of the full original purchase price.

During the recent past the writer received a letter from an electrical dealer on the same subject of law, and asking questions as follows: "If a minor purchases merchandise or equipment can he rescind the contract? If so can he return the subject of sale to the seller and demand back the full purchase price? If an adult signs the contract of sale and other papers does this release the seller from future liabilities with respect to the minor? If the certificate of title or bill of sale is made in the minor's name is this final and conclusive evidence that the minor is the legal purchaser and may rescind the contract although other evidence shows that an adult is the real purchaser?

The law is: Irrespective of whose name appears in the contract or invoice, or the bill of sale, or the certificate of title this, in itself, is not conclusive evidence that the minor is not the real contracting party.

(Continued on page 142)

PATENTS GRANTED ON JAMES WALL-OF-WATER*



Now you can show your customers a dishwasher that really does the dishes! Because James' patented "Wall-of-Water" is the only dishwashing action that vigorously "scrubs" every surface of every dish in turn with ever-moving, solid sheets of water . . . yet is safe for most delicate pieces. One demonstration proves James outwashes ordinary hit-or-miss "spray-type" dishwashers . . . makes James easier to sell.

NEW! Installed Model

Only dishwasher to fit 18" cabinet opening. New James installed model also has removable front paneling that lets you match any cabinet finish. In the above installation, for example, the steel front could be changed to match the cabinet paneling.

NEW! Portable Disposer

America's first and only portable garbage disposer, full-powered and full-sized. Grinds bones and food particles into waste water so clear you can actually see through it! No installation headaches . . . just demonstrate and sell . . . even to renters!

"James," "Wall-of-Water" and "Sterile-Dry" are trademarks of James, Inc., Independence, Kansas

Why wait until 1970, when James patents expire, when probably all dishwashers will be like James?

One refrigerator door held groceries. All others did not. Patents expired. Now refrigerator doors are pretty much alike. The same likely will happen on dishwashers. Only the Wall-of-Water truly "water scrubs" dishes. Why wait until 1970? Sell James now!

James "Wall-of-Water" is the only patented dishwashing action. And—it's the easiest to demonstrate. Because James is mobile, and needs no installation. Prospects can see "Wall-of-Water" in action through James' clear glass top—right on your sales floor. Even better, roll James into prospect's kitchen and do the dishes!

Proof of James' superiority is the fact that it is the only dishwasher so effective it is used by leading hospitals to wash hypodermic syringes!

James sterilizes baby bottles, too—in steaming 180° automatically softened water. (Exclusive Sterile-Dry* process... a strong selling point that will impress new mothers.)

Get a demonstrator from your James distributor. See how easy you can demonstrate and sell the patented "Wall-of-Water" dishwasher . . . priced up to \$200 less than other brands it easily out-washes!



Sells even to renters, and others who don't want an installed dishwasher. This automatically increases your dishwasher market 40%, frees you of installation headaches!

Powerful ads in 1111 will reach 16,080,000 families . . . pre-sell them on James "Wall-of-Water". . . America's only patented dishwasher scrubbing action!

James has chosen America's biggest, best-known and most merchandisable magazine to tell its powerful "Patents Granted" selling story. 26,500,000 readers of LIFE will be reached each week James' ads run. LIFE stickers, displays,

etc. help you promote James at point of sale.

So act now...get full benefit of James' advertising in LIFE by calling your James distributor for a demonstrator model today!

"Let JAMES Do It!"

Mobile Dishwashers & Portable Disposers

A

JAMES "Wall-of-Water"—only dishwasher used by leading hospitals to wash hypodermic syringes

The sales magic

Look at these startling **New FEATURES**







Sure! It's great to be a Raytheon Dealer Truly exciting new product, features and prices—
and now, powerful promotions that move merchandise
without profit-stealing price cuts. Don't
just envy him—BE a Raytheon Dealer!

hallenger RAYTHEON

It's all picture! Recommended retail Phone, Wire or Write TODAY!

RAYTHEON MANUFACTURING COMPANY

TELEVISION AND RADIO OPERATIONS 5921 WEST DICKENS AVENUE CHICAGO 39, ILLINOIS

of "FREE"... in this TV PROMOTION!

Here's the HOTTEST DEAL on the HOTTEST SET in all TV!



NEWSPAPER PUBLICITY

Interesting stories about your promotion—written from the news angle by professional news writers. The kind of item many local papers are glad to get—and that build your profits and prestige at no cost to you.

WINDOW AND STORE DISPLAYS

Colorful pieces that stop people in their tracks—tell the complete story of your promotion in a single glance. Space-saving sizes that make every square inch of your display space pay extra dollars' profit.

RADIO and TV SCRIPTS

The kind that reach right out from listeners' sets—that grip the attention, get their story over fast and build "same day" sales in big profit numbers. Plenty of variety for many-times-a-day coverage.

CURIOSITY-STIMULATING MAILER

Vivid color and intriguing "teaser" lines to whet curiosity and guarantee lively attention to your promotion. Ingeniously planned for multiple use—direct mail, door to door, and in your store. Midget cost ... giant pulling power!





In other words, if the testimony shows that the real purchaser or contractee is a minor, and other documents which indicate otherwise are for subterfuge, the minor may rescind the whole deal, nevertheless. Hence, the fact that the title to merchandise or equipment is registered in the minor's name is merely additional evidence to assist the court to decide whether the minor was the real and legal purchaser. Thus the evidence of a bill of sale or certificate of title added to other testimony may convince the court that the minor is the real and legal purchaser whereby he may rescind the contract, and demand back the full purchase price.

For example, in Pac. Finance Company v. Gilker, 217 S. W. (2d) 440, the testimony showed facts as follows: One Otis was a minor 19 years of age. The seller knew that Otis was a minor and informed him that because he was a minor he would not do business with him. Then Otis had his father sign the contract. However, the father later testified that it was understood by the dealer, Otis and himself that Otis was the real contractee or purchaser. A number of documents were signed by the father including a "Statement of Transaction" which listed the unpaid balance due. Also, the father signed the conditional con-

tract of sale as purchaser.

In subsequent litigation, the higher court decided that Otis, the minor, was the real and legal purchaser.

This court clearly held that irrespective of various documents as the bill of sale, certificate of title, insurance policies, etc. held by an adult, a minor purchaser may rescind the contract, take back the equipment to the seller and demand the full and original purchase price, if the testimony shows that the minor was the real and legal purchaser.

For comparison, see Cheshire, 219 Pac. (2d) 100. Here a minor purchased equipment for \$1,563. He wore it out so that its actual value was only \$175. The court held that the seller must take back the equipment and pay the minor the full original price.

Another reader asked this question:

"Is a contract valid which specifies the amount of money a purchaser will pay a seller if the former breaches a sale contract?"

Last month a higher court clearly answered this question, holding that if the amount stipulated is a "penalty" it is void, but if reasonable liquidated damages it is valid. In other words, a contract is valid by which a purchaser agrees to pay a reasonable amount of money, as liquidated damages, if he breaches the contract, but where the amount as specified is unreasonably large and not close to the amount of damages actually suffered by the seller, as a result of the purchaser's breach, the courts refuse to hold valid such a "penalty" for the breach.

For example, in Jolley v. Georgeff, 110 N. E. (2d) 23, the testimony showed that a seller and a buyer entered into a written contract whereby the seller agreed to install an automatic phonograph or "juke box" in the buyer's place of business on a 5-year-payment basis. The contract provided that if the purchaser fails to perform the terms of the agreement, the purchaser agreed to pay the seller the price of the instrument which was priced at \$1,000. After the purchaser had paid the seller monthly on the machine for approximately four years and four months of the five year term of the contract the purchaser de-manded that the seller remove the machine from his place of business. The seller sued the purchaser for \$1,000, as liquidated damages. The higher court promptly held the \$1,000 to be a penalty and invalid and therefore the purchaser need not pay it. This court said:

"In determining whether the sum provided in a contract to be paid in the event of its breach is liquidated damages, or a penalty, a court will construe the contract in the light of the situation of the parties at the time of the execution of the contract, and from that position will determine whether the damages which would be sustained by reason of the breach could, at the time of the execution of the contract, have been easily and approximately ascertained."



"NOW AND THEN WE GET INTERFERENCE FROM THE X-RAY MACHINE NEXT DOOR."

Yes! What about that "discounter" around the corner?

We have heard it said that the Small Appliance Division of the General Electric Company isn't interested in that small "discounter" around the corner from you.

We have heard it said that we are only interested in making a "splash" about Fair Trade—taking legal action against a few big fellows—getting a few headlines.

Nothing could be further from the truth. Let's take a look at the record—

Here's what we've done so far...

- **15,600** Fair Trade agreements have been signed with retailers—large and small.
- 11,700 shoppings have been conducted in 43 states
 —wherever we have had reason to believe
 that a retailer—large or small—is not observing Fair Trade prices.

- **2,700** retailers—large and small—have received one or more registered letters concerning alleged violations.
- 435 legal actions have been taken in 16 states.

Every legal action we have finally concluded has resulted in an injunction or in an agreement which assures compliance by the retailer charged with violation of the Fair Trade Laws.

Here's what we will continue to do ...

We will continue to shop retailers in every state which has Fair Trade Laws. We will investigate every complaint of illegal price cutting on G-E Small Appliances. We will seek voluntary agreements to end Fair Trade violations.

We will take legal action in every case where it is necessary to enforce compliance with the laws.



LET US KNOW WHO HE IS!

If you have positive evidence that the fellow around the corner from you is selling G-E Small Appliances at less than Fair Trade prices—report it immediately to the Fair Trade Section, Small Appliance Division, General Electric Company, Bridgeport 2, Connecticut.

Small Appliance Division — GENERAL



ELECTRIC

Manufacturers of—Toasters · Grills · Irons · Mixers · Automatic Coffee Makers Clocks · Fans · Vacuum Cleaners · Automatic Blankets · Heating Pads



"Tide can move washers for you," says H. O. Hunt, P & G representative (standing) to (l. to r.) J. E. Windham, appliance manager, and W. C. Attaway, manager of Rhodes, Inc. They hear enticing Tide success stories about hundreds of other dealers. They like the vigorous promotional kit, the special price deal—and decide to cash in.



Free Tide promotion kit, shipped with the Tide order, is effectively used to build eye-catching window and in-store displays. Kit contains: window streamers, posters, counter cards and newspaper mats imprinted with the name of your washer. Everything you need to run the promotion—no costly preparation, no delay.

Tide Promotion Plan Increases Speed Queen Dealer Sales 783%

Tide's popularity proves so powerful,
Mobile, Ala., dealer runs 4 consecutive promotions!



8 times as many washers sold!
200% increase in traffic and demonstrations! Read what H. M.
Mahoney, assistant manager of Rhodes, has to say about this dramatic evidence of Tide's tremendous promotional power:

"... our first Tide-Speed Queen promotion increased sales 783%... was so effective we decided to run it again... and results were so amazing that we decided to run it a third time, buying a carload of washers with which to supply the demand. The results of this third promotion were in effect the same as the first two, so we are running it for the fourth time."

Rhodes took advantage of Tide's advertising allowance of \$1.75 per case to make this compelling offer: (1) a box of Tide to everyone watching a Speed Queen demonstration; (2) a year's supply of Tide given with each Speed Queen washer purchased.

You read the remarkable results in H. M. Mahoney's own words. Why not experience such a success story of your own? It's easy, it's economical. Put Tide to work for you. Mail coupon today.



Traffic up 200% as women find Tide offer appealing and crowd into the store. More prospects are impressed with unexcelled Speed Queen performance obtained by demonstrating with Tide—because nothing else will wash as clean as Tide, yet is so mild . . . no washday soap, no other detergent known and that includes the sudsless products.



Sold! Another Speed Queen washer! Another year's supply of Tide on its way. Another graphic demonstration of Tide's amazing capacity to clinch washer prospects. Dealers all over the country have tried and proven Tide's ability to stimulate traffic, demonstrations and increased sales. Why don't you? Mail coupon right now.

THIS IS THE TIDE PLAN... It Worked in Mobile, Ala. — It Can Work for You!

Here are the terms: As a dealer, you can get Tide at the regular Procter & Gamble Sales Department prices* less a special advertising allowance of \$1.75 per case (net cost to you approximately \$5.25 per case—minimum order 5 cases). And, with your Tide, you also get a colorful free display kit imprinted with the name of any washer brand you designate. In return, you agree to use all of the Tide you order in any or all of the following ways:

- Use Tide for bonus offers—offer a supply of Tide with the purchase of a washer (minimum offer ½ of case per washer sold).
- 2. Use Tide to build traffic—offer a box of Tide to each prospect who comes in to watch a washer demonstration.
- 3. Use Tide for demonstrations—get top performance from your washers. Tide gives you a dazzling clean wash...leaves no soap film. Laboratory tests prove it!

You also agree to feature Tide merchandise offers in your advertising and to display the Tide packages with your washers.

*Prices subject to change without notice. Shipped C.O.D., freight prepaid. Offer good only in Continental United States (including Alaska) and Hawaii.



Tide

is your best tie-in bet because...

MORE WOMEN USE TIDE
IN AUTOMATIC WASHERS
THAN ANY OTHER
WASHING PRODUCT SOLD!

CLIP COUPON BELOW-ORDER YOUR TIDE TODAY!

Box A Tide Home Laundering Bureau 1117 Enquirer Building Cincinnati 2, Ohio	
Please arrange to have shipped to us— We agree to use all the Tide on this order in Promotion Plan described above.	cases of Tide (minimum order 5 cases). in accordance with the terms of the Tide
Store Name	
Street Address	
City	State
Ordered by	
(Please check boxes below for promot () Please send us at no cost a washer pro-	ion material desired.)
Also include at no cost the following n ing our washer promotion.	ewspaper mats for the purpose of advertis-
() 2 cols. x 3" () 2 cols. x 6"	() 3 cols. x 5" () 3 cols. x 10"

PORCELAIN ENAMEL

turns your customers

into Salesmen



the permanently "new" appearance that are exclusive with Porcelain Enamel, and they are glad to point out these features to their friends. Even after they have used a Porcelain Enameled range, washer, refrigerator or other appliance for years, they can be proud of its clean, sparkling, stain-free, scratch-free, non-yellowed surface.

So capitalize fully on the sales value of the Porcelain Enamel finish. Its many advantages appeal strongly to your customers and its permanent quality helps build future business through satisfied users.

This message sponsored by the Frit Division of the

PORCELAIN ENAMEL INSTITUTE, INC.

1346 Connecticut Avenue, N. W.

Washington 6, D. C.



Use P. E. I. SALES TOOLS to sell more Porcelain Enameled Appliances

You can dramatically-and easily-demonstrate the burn-proof, acid-proof, scratch-proof qualities of Porcelain Enamel with materials furnished by the Porcelain Enamel Institute. Use the coupon to get free copies of the useful booklet, "Selling Facts About Porcelain Enamel," the demonstration folder, "Prove for " and information on the Demonstration Kit and Slide Film.

ACID RESISTING RCELAIN ENAMEL

This label identifies Genuine Porcelain Enamel surfaces on appliances and other products.

Porcelain	Enamel	Institute,	Inc.
1944 Cannas	Mana Ann	N W	

(Check items desired)

Please send me information about: ☐ Demonstration Kit
☐ Slide Film

Please send me a free copy of:

"Selling Facts About Porcelain Enamel"

"Prove for Yourself . . . " Booklet

Washington 6, D. C.

COMPANY

ADDRESS

EW PRODUCTS



ANNA A. NOONE



LEWYT Cleaner

Lewyt Corp., 60 Broadway, Brooklyn, 11, N. Y.

Model: Lewyt 1955 vacuum cleaner, No. 77

Selling Features: Square design and 2 big rubber wheels to eliminate lifting or carrying cleaner and tools; rolls over door sills, har. floors, scatter rugs, thick carpets and its own cord; swivels easily.

Allergy-proof filter system filters air 5 times to trap irritating dust; "pistol grip" hand control; Fiberglas acoustic-silencer hushes motor hum; built-in chlorophyll deodorizer kills odors leaves pine scent; top flips open to remove "speed sak"-no dust bag to empty; square shape gives bigger dirt capacity; dual-turbo motor plus No. 80 carpet nozzle combs, brushes, deep-cleans and surface cleans at every stroke; calibrated "power-dial" switches to suction needed for wool, or cotton rugs, draperies, etc.; stores in a 10x12 in. corner.

Price: \$89.95 (slightly higher Far West); tool rack for back of Lewyt and wall rack for wall. \$6.95 extra.



NORGE 1955 Ranges

Norge Div., Borg-Warner Corp., Merchandise Mart Plaza, Chicago, 54, III.

Models: Norge 1955 range line includes double oven, 41-in. wide

Selling Features: 5 electric models feature new type surface units that

provide uniform heat across utensil bottoms; Tele-vue control at top of back rail lights up with different control for each of 7 speeds; non-tilt chrome shelves in deluxe models also convertible deep-well cooker which can be used as 4th surface unit or as French fryers.

Top griddle and condiment bin for spices, super rocket unit that heads red iot in 20-sec.; Adjust-a-Lite; 2 automatic ovens 21-in. Master and 14-in. thrift oven; pic-ture window on Master, is provided

in top model E413. E412, 41-in. wide has 2 ovens with picture window in automatic Master; 7-speed Televue controls; Hi-Lo deep fryer; 2 appliance outlets; rotary barbecuer extra.

E411, 41-in. wide, has single, automatically controlled oven 21in. wide; deep fryer; side and bottom storage; barbecuer optional. E382, 38 in. wide, has 16-in.

automatic oven; deepwell cooker, side and bottom storage.

E381, 38-in. wide, has deepwell cooker; side storage with shelf; 16in. oven.

5 gas models in line feature a double-oven model; 3 top ranges 41-in. wide; top gas model has a 3-way griddle top which can be converted to a 5th burner, and a porcelain cover makes griddle space available for work area. Infinitrol burners, clock-stop controls with self-locking feature.

Prices: From \$449.95 for E413 to \$179.95 for E381. Gas models from \$399.95 to \$149.95.



NESCO Tea Ryte

Nesco Inc., Milwaukee, 1, Wis.

Device: Nesco Tea Ryte automatic tea brewer, No. 5410.

Selling Features: 10-cup capacity; 800-watt element heats contents to a boil and keeps it at right temperature from hot to warm by flick of finger; stainless steel tea basket locks securely into place with bayonet type lock; triplesterling chrome finish.

Price: \$29.95.



BENDIX Laundry Line

Crosley & Bendix Home Appliances Divs., Avco Mfg. Corp., 1329 Arlington St., Cincinnati, 25, O.

Device: New line of Bendix home laundry equipment includes lowpriced dryer, a third agitator washer and new styling of entire line.

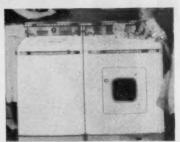
Selling Features: Clothes dryer, functionally identical with previous models has a plain panel door in-stead of the "jeweled porthole"; available in an electric constant pilot, and automatic ignition gas.

The 3rd agitator model, a fully automatic unit known as WEA, is priced midway between the Dialamatic and the Economat.



Bendix tumble-action washers feature new styling with front row concealed controls and a "Tip Top" laundry guide on hinged panel that, when lowered, hides the controls and makes entire top a work surface. Laundry guide places detailed operating instructions for soaking, washing, water conditioner etc before user's eyes; tumble-action washers have Magic Heater to make wash water hotter.

Complete line includes Duomatic washer-dryer combination in gas or electric; and the Bendix automatic ironer with 3 open ends. Prices: Electric dryer, \$189.95; constant pilot gas, \$229.95; auto-matic ignition gas, \$249.95; WEA agitator washer, \$199.95; tumble action washers with heater, \$319.95 without heater \$299.95; Duomatic combination \$499.95 electric, \$549.95 gas; automatic ironer, \$279.95.



KELVINATOR Washer and Dryer

Kelvinator Div., American Motors Corp., 14250 Plymouth Rd., Detroit, 32, Mich.

Models: Kelvinator 2-cycle washer No. AW-2 and dryer, DE-2.

Selling Features: AW-2 automatic washer has 2 separate cycles one for regular loads and one for fine fabrics or small loads.

Fine fabrics cycle setting on control dial shortens operating time and, without adjustment, it provides shorter water fill, briefer agitation, shorter, gentler rinsing and reduced spin-period; entire cycle takes only 18 min. uses only 17 gal. water, and about half as much soap as regular fabric cycle. Regular fabric cycle consumes less than 34 min., including 12-min. washing time; consumes a total of 30 gal. water. Regular fabric panel specifies cottons, linens, family wash; fine fabric panel shows woolens, rayons small loads.

Total tub capacity 9 lbs. dry or 12-gal. water. Regular load cycle features "shampoo" wash action rubber-finned "x-centric" agitator; overflow rinsing, and deep power rinse; top-loading tub has watertight glass window in lid.

Full width fluorescent light gives work-surface lighting; "Tell-a-Fabric" signal light on control panel shows washing cycle selected; separate temperature control permits selection of hot or warm water

for either cycle. Matching dryer features low safe heat and high air velocity; control dial graduated up to 120-min.; bell signal tells when cycle is completed; gold-finished backguard trimmed with chrome, red-and-chrome medallion, fluorescent light, control dial has blue and gold knob; 3 safety features; safety cylinder of porcelain, front-opening door with glass window automatically switches off motor and element when opened; lint trap at bottom runs full depth of cylinder; easily pulled out. Vents from rear or right side.

Prices: AW-2 washer, \$319.95; DE-2, dryer, \$239.95.

MORE FEATURES per set

MORE PROFIT per sale!

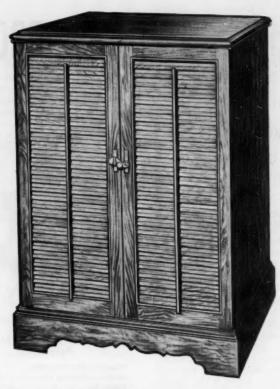


Television and Radio

New G-E "Fine Furniture Series" offers tradeup features no other line can match! Superb design. Aluminized Tube. Power chassis. G-E Glarejector. Aluminized Speaker Coil. Yet G.E.'s new prices permit top profits on every sale. Better get "the word" from your G-E Distributor fast. Or write General Electric Company, Radio & TV Department, Syracuse, New York.



GENUINE AMERICAN WALNUT—Ultra-modern G-E "Fine Furniture" special (Model 21C244). Check G-E Distributor for prices—don't miss the profit line of the year!



G.E.'s FAMOUS PROVINCIAL STYLE—For traditional or contemporary styled homes. Rich black-cherry veneers—solid hardwoods. Your top profit model. (Model 21C245)



CLASSIC 18th CENTURY STYLING—matched crotch mahogany overlaid on native hardwoods. More video drive, brighter picture...greater sensitivity. (Model 21C242)

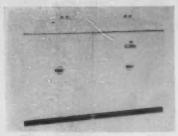
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BLACK-DAYLITE® DELUXE—Smart off-center doors...combgrain white oak cabinet. Extra wide viewing angle—full size 21-inch G-E Aluminized Tube. (Model 21C243)

Progress Is Our Most Important Product

GENERAL & ELECTRIC



SPEED QUEEN Washer-Dryer Speed Queen Corp., Ripon, Wis.

Device: "Heavy Duty" Royal Pair automatic washer A-15 and electric dryer DE-9.

Selling Features: A-15 washer features Speed Queen's bowl-tub and agitator washing pirnciple; flexible operation—controls designed so machine can be stopped or started at any time during 1 to 12-min. cycle; fluid drive; arc-urate drive transmission; 36 in. high, 28 in. deep, 25\frac{1}{3} in. wide; 9 lbs. dry capacity; holds 17 gal. water, total water consumption 43\frac{1}{2} gal. \frac{1}{2} h.p. motor; white porcelain enamel top with chrome trim, baked white enamel cabinet.

Dryer DE-9 features in-a-door lint trap, conditioned air fast drying, heat selector dial, hurricane venting, 36 in. high, 30 in. wide, 28 in. deep; horizontal type rotating type cylinder has rear perforated, balance of drum smooth; 3 wedge shaped baffles tumble clothes; vacuum drying principle; adjustable thermostat to select proper drying temperature located on right rear corner of cabinet top—dial settings are high, 210 degs.; medium, 170 degs. or low, 125 degs; capacity not over 8 lbs. dry; damp dries 20 to 35 min; fully dry, 35 to 45 min.; pull-out cylinder type in-a-door lint trap ½ h.p. motor; "sun blast" heating element in rear right side operates on 220-330 volts, 4400 watts; safety thermostat automatically shuts off element when temperature reaches danger point in case of failure.



LAU Kooling-Kit

Lau Blower Co., Dayton, O.

Device: Kooling-Kit do-it-yourself exhaust cooling fan.

Selling Features: Complete "Niteair" Rancher fan designed to move large volumes of air from house to attic and outside through attic louvres; available in 22-in. and 30-in. sizes; comes with \{ \} h.p. motor completely wired and installed, handy man need only to

NEW PRODUCTS

wire motor through 12-hr. timer switch into electrical system; also supplied with kit is automatic ceiling shutter, outlet box, wiring, wire clips, nails in one compact package: 22-in. fan has 3800 cfm rating; 30-in. size 6409 cfm.



MANNING-BOWMAN Percolator

Manning Bowman Div., McGraw Electric Co., Elgin, III.

Model: M-B automatic coffee percolator No. 920.

Selling Features: Automatically percolates 2 to 9 cups coffee then switches to lower heat element to keep brew hot; accurate indicator light signals when coffee is brewed and lower element is operating; light tells when coffee is ready to serve; 550 watts main element, 35 watts warmer element; a.c. only chrome finish; large, cool handle for easy pouring; non-drip spout; easy to clean; Black Bakelite handle and trip.



TITAN Heaters

Titan Mfg. Co., Buffalo, N. Y.

Models: Titan 1954 electric space heaters.

Selling Features: Tip-over switch automatically shuts off heater if pushed over while in use; live power signal indicator; signal light on heater front panel indicates when heater is operating; polyethelene reusable plastic bags deliver scratchfree merchandise Ever-Cool case directs all heat into comfort zone, does not trap or waste heat; Thermodial unit, an automatic control for thermostatically controlled models of line. Triton Trio No. 111, a push-button controlled heater gives 3 kinds of air conditioning; fan-forced convection heat,

direct radiant heat and built-in deodorizing lamp for room air purifying (radiant and convection heat are thermostatically controlled.

Other Thermodial heaters in line include Standard No. 707-767, for



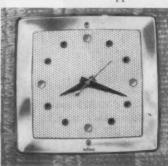
offices, lofts, garages etc.; Deluxe Thermodial 900-906 and Titan 22 with tip-over switch and Thermoial automatic control. Titan 507T complete heater with automatic Thermodial control and deluxe features at budget price; 3 Budget, nonthermostat portable heaters: Kingsized model 700-706; Dual combination heater 800-806 which gives convection and direct radiant heat; and popular models 507 and 567 with motor driven fan which gently directs warmth into comfort zone.



NUTONE Door Chimes

NuTone, Inc., Madison & Red Bank Rds., Cincinnati, 27, O.

Models: K-25 Hacienda 2-door chime and K-35 door chime-clock. Selling Features: K-25, rustic style chime with hammered metal picture of sailing vessel on face; square chime tubes; available in hammered brass or copper.



K-35 chime-clock is now available in brass and ivory as well as in white and chrome; can be recessed or surface mounted; red and black hour dots; 2 notes for front door, one note for rear door.



THOR Washers

Thor Corp., 2115 S. 54th Ave., Chicago, 50, III.

Models: 2 new Thor automatic washers Nos. 451 and 456 and a new semi-automatic No. 255.

Selling Features: No. 451 automatic features water temperature selection control dial on left side that permits selection of hot, warm or cold water for washing and rinsing; after tub is filled with wash water rinse water of any temperature can be pre-selected.

ture can be pre-selected.

Right-hand dial automatically controls washing time from 1 to 11 minutes for wash, rinse and damp dry and any phase of cycle can be repeated or skipped.

repeated or skipped.

A "short wash cycle" for washing, rinsing and spin-drying a full load in 18-minutes and using as little as 5-gal. water may be used by turning right-hand dial to position marked by a "star."

Top opening, square tub has white baked enamel finish, grey baked enamel recessed base, white control panel with yellow and chrome dials. 8 lbs. dry capacity, 11-gal. water; built-in water and

soap saver.

No. 456 features a lighted control panel of pastel yellow and a moving bar of light that shows from a distance washing action progress; a bell sounds when cycle has been completed automatically; 2 yellow and chrome dials on either side of control panel—left dial operates automatic fill, controlling amount and temperature of water; right dial automatically controls wash, rinse and spin-dry cycle. 8 lbs. dry, 11-gal. water capacity; built-in water and soap saver.



Semi-automatic model 255 features a single dial operation—one dial on right of backsplash controls washing, rinsing and spin-dry; any phase may be repeated or skipped; yellow and red escutcheon, yellow and chrome dial; 8 lbs. dry capacity; agitator wash action.

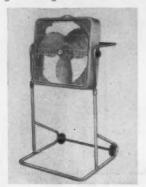


LAUNDRY QUEEN Washers

Automatic Washer Co., Newton, Iowa

Models: Laundry Queen wringer washers Nos. 540 and 541.

Selling Features: Golden Anniversary models offer 10 lb. king-size, wash-more tub; gentle-action pressure-cleaning water remover wringer; Hydro-Flo washing action; sealed-for-life transmission; Dial-A-Matic controls; DuPont hi-bake Dulux enamel finish; 210 deg. arc long stroke agitation.



LAU Fan

Lau Blower Co., Dayton, Ohio

Device: Lau "Porta-Breez" combination 20-in. fan.

Selling Features: "Adjusto-matic" stand of 1-in. seamless tubular steel can be set at any height from 17 in. to 58 in.; "Magic-Lok" automatically holds fan at desired height; 360 deg. rotation makes it suitable for window intake or exhaust and to direct air at floor or ceiling; rubber mounted blades; draws air at 2500 cfm high, 2220 cfm medium and 1460 cfm low; surf-green baked enamel finish.



NESCO Roaster-Ovens

Nesco Inc., Milwaukee, 1, Wis.

Device: Nesco Cookryte round roaster ovens Super Deluxe and Deluxe.

Selling Features: Both models have 2½ qt. capacity; available with or without thermostatic control; silver chrome finish; designed by Ray-

NEW PRODUCTS

mond Loewy; bakes, roasts, cooks complete casserole dishes; holds up to 6 lbs. roast. Super Deluxe has a heat control dial from 200 to 500 deg. Deluxe has Hi-Lo heat control from 100-400 watts; both models have cord set and recipe book.

Price: \$19.95.



NORGE Washer Ripplette

Norge Div., Borg-Warner Corp., Merchandise Mart Plaza, Chicago, 54, III.

Device: Norge washer accessory Ripplette for laundering woolens.

Selling Features: Ripplette is interchangeable with the agitator in all Norge automatic washers for washing blankets and delicate fabrics; Ripplette gently ripples water sufficiently to remove soil, eliminating vigorous agitation which tends to weaken fibers and shrink woolens.

Price: \$7.95.



ELECTROMODE Heat Panel

Electromode Corp., Rochester, 3, N. Y.

Device: Electromode wall-type heating panel, RC-11A.

Selling Features: Combines radiant and convection heating; cast aluminum radiation fins provide free flow of heated air; special deflector channels force heat outward, permit secondary air flow, keeps wall cabinet cool; available in automatic models with built-in thermostat or in manually controlled models.

Sealed-in cast-aluminum element for safety; silver grey hammertone finish, nickelplated grille; 1100 watts, 3753 btus; available for 120 or 240 volts; overall dimensions 21in. wide, 17-in. high, 23 in. deep.



NORGE Dryer

Norge Div., Borg-Warner Corp., Merchandise Mart Plaza, Chicago, 54, III.

Device: AE-600 automatic electric clothes dryer.

Selling Features: Performs equally well on 110-volt or 220 volt current, requires no installation, plugs into existing line; on 110 volts an 8 lb. load of mixed clothes will dry in less than 2 hrs.; unit has a selector dial which automatically times any drying period up to 2 hrs. then shuts off; drying temperature is held to 140 degs.; 21-in. blower fan in front of heat source directs air into drying cylinder; push-button latch can be operated with key to open door, 14x18 in. screen allows longer intervals be-tween cleaning; unperforated, Epon drying cylinder reduces wearing and linting of clothes; 5-way venting permits flush to wall installation. Companion gas dryer 700G will be available shortly.

Price: \$149.95.



NAXONETTE Washer

Naxon Utilities Corp., 3600 W. Touhy Ave., Chicago, 45, III.

Model: Naxonette personal portable washer No. 9-DL.

Selling Features: Non-metallic, flexible agitator washes delicate fabrics—nylons, silks, etc; up-and-down plunger action agitates clothes without rubbing; capacity, up to 10 diapers or 4 to 6 slips; triple-coated jonquil yellow porcelain enamel tub with white durobake enameled dome; no protruding handles—rubber grips recessed for easy handling; rim protected with rubber seal; tub is 9½ in. deep; overall dimensions 14 in. high, 13 in. diam.

Hand wringer WR-254 with self-

locating steady-rests, aluminum drainboard with baked white enamel fran and 1½ in. diam. rubber rolls available for \$9.95 extra.

Price: \$24.95 (Zone 2, \$25.95).



NORGE Refrigerator-Freezer

Norge Div., Borg-Warner Corp. Merchandise Mart Plaza, Chicago, 54, III.

Device: Norge Customatic refrigerator-freezer No. 1180 and singledoor upright freezer VHF-1200 are offered as a Food Saver Team.

Selling Features: Freezer styled to match 1180 Customatic refrigerator-freezer has 12.1 net cu.ft. capacity; Jet-freeze shelves provide circulating cold as low as 52 degs. below freezing; recessed door shelves in Handior for small package etc.

Customatic refrigerator-freezer No. 1180 has a separate temperature control mechanism to keep freezer in zero zone and for refrigerator between 38 and 42 degs.—no adjustment is needed since temperatures are maintained regardless of food load; needs no defrosting because no frost builds up; balanced humidity in refrigerator compartment; 11.13 cu.ft. capacity, 80 lbs. frozen food.



COLEMAN Oil Heater

The Coleman Co. Inc., Wichita, Kansas

Model: Coleman top-vented circulator heater No. 887.

Selling Features: Has 48,000 btu capacity; can be installed in alcoves or other locations where space for rear venting is inadequate; 2-tone finish with front and side panels of sandy beige, top grille finished in dark mahogany; low-draft burner and automatic draft meter; automatic temperature controls and power blower unit are optional; heat control and lighter door on front panel give easy access for lighting and heat adjustment; airflow design provides a complete change of warm air 3 to 5 times an hour.

DEALERS' CHOICE...



CONSUMERS' CHOICE

Amana "stor-mor" Freezers are the nowledged leaders in Quality and Performance.



Amana FREEZERS

because . . . Amana Gives You MORE Sales, and MORE Profitable Sales!

You Sell More Freezers...

The Amana "stor-mor" Freezer is America's best known freezer because Amana is by far, the best advertised line in the industry! And, Amana provides the finest promotional material.

The Amana "stor-mor" Freezer is the most wanted freezer on the market! It is 5 years ahead of the field in product superiority! And, Amana continually builds customer confidence with a constant flow of exclusive consumer benefits.

The Amana "stor-mor" Freezer is easiest to sell. It not only has the finest features, it's guaranteed to outperform all others!

You Make More Profits ...

More dollars net profit with Amana . . . service costs are lower, too! Amana provides full profits always because franchises are protected!

The Proof is in the Amazing Record ...

Year after year Amana freezer sales have increased! And, Amana's percentage of freezer industry sales have increased. This year Amana's rate of increase is greater than ever!

Amana will sponsor the NCAA college football games, every Saturday, over the ABC-TV network. Plus . . . beginning October 11th, a full page, full color ad in Life, then alternating full page, full color ads in the Post and Life, and December Better Homes & Gardens!

No other Family Washer can

WASH AS MUCH WASH AS FAST



You side-step competition when you sail the Dexter Twin A-Matic — Americe's Fastest Nasher. No other home wather can equal its performance. Your obstamer gets TWO wathers in Otte with twice the capacity and twice the speed You get exclusive selling features that speed and multiply sales at spiendid profit margins. Get the complete Twin-A-Matic stary from your Dexter Distributor and make America's Fastest Wayner YOUR Fastest Seller.



DEXTER DIVISION FAIRFIELD, IOWA











NUTONE Ventilating Fan

NuTone, Inc., Madison & Red Bank Rds., Cincinnati, 27, O.

Model: NuTone ventilating fan No. 880 designed especially for bathroom.

Selling Features: Blower-type ceiling unit; operates at one speed, pulls air with compact, noiseless motor; housing mounts easily between joists without supporting; fan assembly plugs into outlet box and snaps into housing with ease; backdraft damper prevents cold air from coming in; adaptable to single and 2-floor plan homes; "standard 4" diam. ducts can be installed between ceiling and attic space to outside wall; steel grille of flat design.

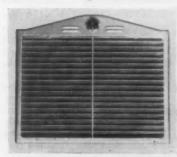


ELECTRESTEEM Vaporizer The Electric Steam Radiator Corp. Paris, Kentucky

Devices: Electresteem automatic vaporizers.

Selling Features: Available in 3 capacities—1 pt.; ½ gal. and 1 gal.; gentle steam is provided in seconds; automatic shutoff turns off unit when water level falls below heating tube; large medicant cups provided with each unit; cup is easy to fill and clean; plastic feet; also suitable for use as room humidifiers, deodorizers, etc.

Price: 1-pt. model, \$2.45; ½-gal. model, \$4.95; 1-gal. \$6.95.



THERMORAY Wall Heaters

ThermoRay Corp., 141 E. 44th St., New York, 17, N. Y.

Device: ThermoRay radiant electric wall heater.

Selling Features: Thermostat and

NEW PRODUCTS

pilot light form integral part of unit-consists of a double pole, single throw temperature controller which automatically cuts off all current to heater whenever room temperature reaches thermostat setting; 2 models designed for surface mounting rated at 1250 and 750 watts respectively; also available for operation on 230 or 115 volts a.c.; element concealed inside non-shatterable asbestos panel. Pilot light indicates whether heat is on or off.



THERMADOR Fan Heater Thermador Electrical Mfg. Co., Los Angeles, 22, Calif.

Device: Thermador low wattage wall heat fan.

Selling Features: Separate switches for fan and heat located near top; neon indicator light glows when heater is on; suitable for small rooms; louvre grille forces flow of warmed air downward to warm a room from floor up with less heat waste at ceiling level; Nichrome coils; fan action induces constant air flow over coils maintaining even "black heat"; heavy-duty, single phase induction type motor; 4-blade fan dynamically balanced; thermostatically controlled heaters offer same features as manually controlled plus a built-in 25-amp. thermostat; bronze, white enamel or stainless steel finish.



CALORIC Built-In Ranges

Caloric Stove Corp., 12 S. 12th St., Philadelphia, 7, Pa.

Device: New line of built-in gas cooking equipment.

Selling Features: Consists of a separate oven-broiler and top burner units which can be placed at convenient heights anywhere in kitchen. Tri-Set burners; heavy fiberglas insulation; automatic clock control and seamless porcelain oven

and broiler. Smokeless broiling with door closed; door panels for ovenbroiler units available in bright or satin metal finishes or porcelain enamel in black, white, pastel blue, green or yellow; detachable ovenbroiler handles in colors.



TRION Air Cleaner

Trion Inc., 1000 Island Ave., McKees Rocks, Pa.

Device: Trion electronic air cleaner.

Selling Features: Operates on principle of magnetic attraction; air borne particles of dirt, virus, pollens and bacteria receive a positive electrical charge as they pass through, and are attracted and collected on metal plates having a negative charge, similar to attraction of iron filings to a magnet; dirt is flushed from plates about once a month by a built-in water spray system; unit, slightly larger than a window air conditioner fits into ductwork near furnace and is suspended from basement ceiling; plugs into outlet, uses no more current than a 40-watt bulb.



MAYTAG Gas Ranges

The Maytag Co., Newton, Iowa

Models: Maytag has supplemented its line of 5 Dutch Oven gas ranges with a new line of 6 conventional gas ranges.

Selling Features: Dutch Oven will cook for up to 2 hrs. with gas turned off after a preheating period of about 20-min.; compression type door seal, extra insulation, a dampered vent seal oven so heat cannot escape. Compression door seal and extra insulation is also included in Maytag conventional range oven; back panel and controls have been redesigned and relocated; full length back panel lamp; 3-hr. electric timer, electric clock, timed appliance outlets, stainless steel grids; utility drawer, food crisper; 4 and

8-piece condiment sets and oven-on and oven-ready indicator lights are other features. Divided top: titanum procelain; automatic oven lighting; giant center simmer burners, cooker wells, serving trays, towel racks, chrome broiler tray.



HANKSCRAFT Vaporizer

Hankscraft Co., Reedsburg, Wis.

Device: Hankscraft Jr. model 203. Selling Features: Vaporizes ½ gal. water; produces steady concentration of steam; starts instantly, shuts off when water is gone.



REO Lawn Mowers

Reo Motors, Inc., Lansing, 20, Mich.

Models: Reo 1955 Golden Anniversary line.

Selling Features: New Reo DeLuxe Ride-a-Lawn, a 25-in. trimmer-type riding mower features a permanent spring-cushioned seat that holds up to 300 lbs; trims within 1½ in. of walls, trees, etc; finger-tip throttle and clutch controls; rud-der-type rear wheel.

Reo Rider-for the first time the 18- and 21-in. Reo Deluxe reel-type mowers have newly designed riding unit optional.

In addition to Ride-A-Lawn the 1955 line includes 4 other reel-type mowers ranging from 18 to 25 in.; 4 rotary-type mowers from 18 to 21-in.; a self-propelled model and 2 electric-powered models—a reel-type and a rotary

a reel-type and a rotary.

Features of the new line includes a new Reo-built 2½ in. hp engine in 2 series—a horizontal-shaft model for reel-type and self-propelled models and a vertical-shaft for free-wheeling rotary mowers.

A new "safety" blade for rotary mowers; air-vane speed governor, automotive-style dip stick for checking oil level in crankcase; shock-proof stop button and splash-proof gas tank cap are other features.

Prices: From \$79.95 for Electra-Trim 18-in. rotary to \$294.95 for Ride-a-Lawn 25.



PERFECTION OIL Heaters

Perfection Stove Co., 7609 Platt Ave., Cleveland, 4, O.

Models: H-819-F and H-818-F oil space heaters have been added.

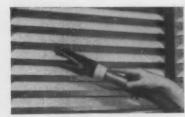
Selling Features: H-819-F has 65,000 btu and H-818-F has 63,000 btu capacity; both have tan front panels on light leather-tone mahogany bodies. H-819-F is designed to heat 4 to 6 rooms; has Dynadraft; fuel-saving "Midget" pilot; automatic Regulaire blower control and a "Multi-Heat" burner; large Heat-Director doors swing open at sides for maximum heat production; larger radiating surface of oval combustion chamber gives more heat from each gal. oil used; both models are LoBoy type and may be made completely automatic with a thermostat which is available as an accessory; other accessories are a "Floor-Flo" blower, and a fuel pump.



HANSON Bath Scale

The Hanson Scale Co., Northbrook, III.

Model: The Weighmaster.
Selling Features: Low body; dial numbers and graduations designed for easy reading through magnifier without stooping; available in white, colors, chrome or gold body finishes.



SPIN-CLEAN Venetian Blind Cleaner

Pionair Products Inc., 603 W. Washington Blvd., Chicago 6, III.

Device: Spin-Clean venetian blind cleaner-attachment. Selling features: Fits any vacuum

NEW PRODUCTS & Briefs

cleaner; power-driven twin brushes revolving at high speed are curved to fit contours of curved slats and clean top and bottom of slat simultaneously; spinning brushes whisk dust and dirt from blinds; cleaner suction revolves brushes and deposits dust in containers; weighs 5 oz.; a model equipped with straight brushes for flat blind slats is also available.

Price: \$4.95.



ARVIN Ironing Tables

Arvin Industries, Inc., Columbus, Ind.

Device: Lady Arvin ironing tables No. 1600 and 1700.

Selling Features: Both models have infinite height adjustments between 24-in. and 36-in.; No. 1600, finished in azure enamel; deluxe model 1700 has charcoal enamel top with chrome understructure. Knee and leg room; safety-lock prevents lowering inadvertently below the 24-in. height; finger-tip touch adjusting bar; 54x17 in. ironing surface has 300 perforations; non-skid feet; standard pad and



HEALTH-O-METER Bath Scales

Continental Scale Corp., 5701 S. Claremont Ave., Chicago, 36, III.

Device: Health-O-Meter bath scales in a variety of styles and types. Selling Features: Model 111 has easy to read magnifying lens; 260 lb. capacity; corrugated platform.

Professional-type home scale 130 (illustrated) has airplane-type dial on stand 33½ in. from floor; 330 lb. capacity; 11x16 in. wide and deep; 33½ in. platform 2½ in. high.

Prices: No. 111, \$7.95; No. 130, \$35.95.

BRIEFS



Republic Steel Kitchens announces a heavy-gauge steel ventilating cabinet to rid kitchens of fumes and cooking odors. Cabinet is 42-in. wide, 18-in. high, and is built to accommodate a NuTone No. 870 or a Trade Wind No. 2501 exhaust fan. Entire right half may be used for storage. Designed with exhaust at top to dispose of kitchen odors along soffit to nearest outside wall or directly outside through wall behind cabinet.



Youngstown Kitchens announces a new convertible broom-linen cabinet and lowered a shelf in their I-wall cabinet series. The broom-linen cabinet can be converted from broom to linen closet by inserting 4 shelves sold as separate package.

Shelf change in 18-in. high wall cabinets has been made to conform with maximum 6-ft. shelf height now prescribed by FHA regulations—the shelves have been lowered 13 in.



Capitol Kitchens, Roselle, N. J. announces a redesigned line of steel kitchen cabinets featuring color for the first time. 12 colors plus white will be available; in Capitol's "Color-flecked" finish. Other features are self-closing drawers on nylon rollers, rounded inside corners; self-aligned door hinges and catches; recessed sink fronts for sit-down comfort. Line includes builtin oven and counter-top range cabinets, pop-up mixer cabinets, fan cabinets, roto-base corner, and peninsula storage cabinets.



American Kitchens Div., Avco Mfg. Corp recently announced a new Pioneer line of cabinets and sinks combining steel and wood. A choice of all-steel cabinets and sinks finished in white or steel cabinets with birch wood doors in natural finish is available. "Coppertone" finish on cabinet drawers and sink fronts is another feature.



Bogene Inc., of New York City and Lebanon, Pa., announces an air conditioning unit cover for home and office use; covers are adjustable and come in 6 sizes to fit the many standard model air conditioning models. Each package indicates size and model number of conditioner it is designed to fit. Made of 12-gauge Fashion Film vinyl film—will not crack, peel or mildew; water and weatherproofed; low temperature vinyl strapping; brass buckles.



Air-O-Vent Dryer Exhaust is the name of a new flexible fiberglas vent kit for clothes dryer exhaust announced by Arrowhead Rubber Co., 2350 Curry St., Long Beach, Calif. The kits are with 5½, 8 or 9 ft. of 3 or 4-in. diam. fiberglas ducting complete with 2-strap type clamps, a wall vent pipe, inside and outside finish plates and a specially designed vent hood featuring an automatically operating damper.

Cord Caddy is the name of a magnetic plug gripper designed to hold fast to appliance surface when not in use; Magnetized rubber "sleeve" slides over plug, keeps it from dangling, tangling or breaking. Cord Caddy Mfg. Co., Ft. Lauderdale, Fla. Price 59¢.





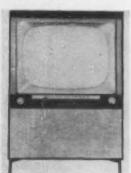
STROMBERG-CARLSON TV Sets

Stromberg-Carlson Co., Rochester, 3, N. Y.

Models: "Studio" model has been added to S-C 1955 line.

Selling Features: Available in variety of hardwood veneers-Mahogany (21-22CM) maple (21-22CF walnut (21-22CW) and bleached mahogany (21-22CB); 21-in. openface console on legs; power-plus chassis with full tube complement; heavy duty power transformer; stable sync and noise cancellation circuits; high-gain turret type tuner; aluminized picture tube; tuner adapted easily for UHF by removing VHF strips; 22 series has continuous UHF-VHF tuner at slight higher cost than 21 series for VHF; removable safety glass in front of tube; permanent magnet front-mounted speaker concealed behind grill.

Price: \$289.95, mahogany; \$299.95 for other finishes; slightly higher South and West.



CBS-COLUMBIA TV Sets

CBS Columbia, 3400 47th Ave Long Island City, 1, N. Y.

Models: CBS-Columbia "Century" series consisting of 17-in. and 21-in. table and two 21-in. consoles.

Selling Features: "Sweep tuning" has replaced dial-type channel selector with a tuner that uses horizontal bar which covers full tuning range by a simple horizontal movement—channels are indicated by boxed squares and tuning is accomplished by moving bar to desired box; small knob at tip-end for fine tuning; UHF strips for specific channels for UHF reception; cabinet designed by Paul McCobb; Dura-Clad, laminated rubber finish is stain and mar resistant; 21-in. console is available in blond or mahogany with choice of wood or wrought iron legs.

Price: From \$135.

NEW PRODUCTS . . . Television



CROSLEY TV Consoles

Crosley Div., Avco Mfg. Corp., 1329 Arlington St., Cincinnati, 25, O.

Models: Crosley consoles with vertical plane Super V design.

Selling Features: Wood grain finish cabinets; removable safety glass; complete line now embraces 6 different models each of which is available in 2 or 3 different finishes walnut, mahogany or blond; including the different finishes there are 3 17-in.; and 3 21-in. table models; 5 21-in. vertical consoles and four 21-in. horizontal consoles. All 21in, models have cinema-wide screen, aluminized picture tube; 90 deg. deflection tube with 270 sq. in. picture area.

HF Cinema sound speaker has

been added to 2 vertical chassis consoles and all horizontal console models; new 17-in. Super V models are 8 lbs. lighter than original Super V receivers.

All models available in all-channel UHF at \$20, additional.

Prices: From \$139.95 for H17 TOWH, to \$309.95 for H 21 HPBH.



SETCHELL CARLSTON TV Sets

Setchell Carlson Inc. New Brighton, St. Paul, 12, Minn.

Models: Setchell Carlson 1955 Unit-Ized TV series 155.

Selling Features: Top tuning panel placed above picture tube for more convenient tuning; hi-fi sound reproduces a range of 30 cps to 20, 000 cps from 2 matched hi-fi speakers; dual tone controls on panel independently tune bass and treble of TV, radio or phono sound; Unitized chassis on a self-focusing, aluminized picture tube; chassis supplies 4 "double tuned" IF stages, 44.25 mc sound, 48.75 mc picture; improved keyed AGC; cabinets feature top opening for easy servicing; cabinets of blond

oak or dark mahogany equipped with caster wheels and lighted dials; picture tube and Filter-Ray tinted protective glass tilted down to reduce reflections; control panels tilted up for easier adjustment; dual speakers tilted up to blend bass and treble sound.

In addition to 21- and 27-in. blond oak or mahogany models with or without radio, S-C has 21and 27-in. models with slide out phono compartments that accommodate hi-fi V-M record changers.



FADA TV Sets

Fada Radio & Electric Co. Inc., 525 Main St., Belleville, N. J.

Models: Fada Ebony and Silver sets. Selling Features: No. 17L2EB, 17-in. table model; ebony cabinet has the new President chassis; VHF or UHF-VHF.

No. 21L2EB, 21-in. table model in ebony mastercrafted cabinet; President chassis; VHF or UHF-VHF

No. DX21EB, 21-in. table model; ebony cabinet; "Imperial" chassis; also available in VHF-UHF.

Prices: No. 17L2EB, \$179.95; 21L2EB, \$199.95; No. DX21EB,



ADMIRAL TV Sets

Admiral Corp., 3800 Cortland St., Chicago, 47, III.

Models: Admiral vertical chassis table sets Nassau, Bahamas, Jamaica and Martinique; console models Tucson and Arizona; and combination TV-radio-phonos Sarasota and Daytona.

Selling Features: Vertical chassis table model features giant 21-in. 90 deg. deflection aluminize tube; full 18-tube printed Robot chassis which is produced by automation on automatic machines that insert resistors and wire jumpers; built-in antenna and removable safety glass; Nassau, ebony metal cabinet; Bahamas mahogany metal cabinet; Jamaica mahogany wood cabinet, Martinique, blond oak cabinet.

Vertical chassis open face consoles feature advance Cascode chassis, 20-tubes, giant 21-in. aluminized, 74 deg. deflection, tube; optic filter; removable safety glass; 8-in. speaker; mahogany cabinet, Tucson; blonde oak finish Arizona.

Combination TV-radio-phono features advance Cascode chassis; 22 tubes; giant 21-in. aluminized, 74 deg. deflection tube; optic filter; removable safety glass; built-in long distance radio; 3-speed phono with turnover pickup cartridge and separate needles for LP and 78 records; Sarasota, mahogany; Daytona, blond oak finish.

Prices: Nassau, \$149.95; Consoles \$259.95; combination soles \$259.95; combination \$399.95; VHF-UHF models \$40 additional.

G-E TV Set

General Electric Co., Radio & TV Dept., Electronics Park, Syracuse, N. Y.

Model: GE has added a mahogany version of Ultra-Vision Lo-Boy to its 1954-55 TV line.

Selling Features: Low-silhouette and floor-level viewing with con-trols on slanted panel above picture tube for stand-up tuning; lid similar to keyboard cover protects controls when set is not in use; mahogany model like blond and walnut companions uses a 90 deg. deflection picture tube producing a 262 sq. in. image; new tube also permits a cabinet with less depth and no tube projection at back, enand no tube projection at back, en-abling Lo-Boy to be placed flush against wall; 41 mc IF frequency; specially designed chassis; G-E-Ultra-Vision; 2 speakers opening at opposite ends of set; full doors; 3-shelf bookcase.

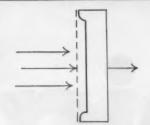
Price: \$450.



RCA-VICTOR Radio-Phono

RCA-Victor Div., Radio Corp. of America, Camden, N. J.

Device: RCA-Victor table radiophono combination No. 4Y511. Selling Features: "45" phono plays up to 14 extended play 45-rpm records; 5-tube superhet AM radio; available in maroon cabinet with gold front tuning dial; records can be played with hinged lid open or closed; cabinet is 7 in. high, 10} in. wide, 12-in. deep.



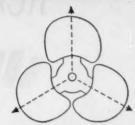
accurate venturi . . . the venturi of every LAU fan is designed for maximum air movement and efficiency with no recirculation at blade tip. Size for size, a LAU moves more air.



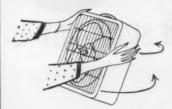
quiet operation . . . each LAU fan gives powerful, quiet breezes because of these features: motor hub rubber cushion mounted, entire unit rigidly constructed, rubber feet eliminate vibration.



protected working parts . . . all working parts of your LAU fan are assembled within the frame and fully pre-tected against all hazards. This means longer and more satisfactory service.



statically balanced blades . . . LAU blades are built in our own plant and carefully balanced on sensitive machines before fan assembly. This means smooth, quiet operation and absence of vibration.



easily reversible . . . a LAU may be quickly lifted from its frame and reversed, for exhaust or intake. Some models have reversible switches on the side of the frame. A LAU is a versatile fan,



UL approved . . . LAU funs have Underwriters' Laboratory Appreval, your assurance of proper wiring and performance in conformity with electrical cedes. It means an absence of electrical hazards.



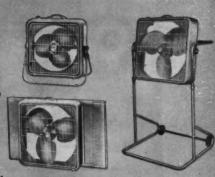
finger-proof guards . . . a safety feature on all LAU portable window fans. 12-16 and 20" fans have finger-proof guards on both sides, 22-24 and 30" sizes have finger-proof guard on intake side.

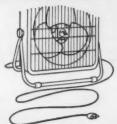


color-harmony matched . . . all LAU fans are matched in both style and color . . . finished in soft surf green backed on enamel. Thus you can have several sizes in the hame, all in harmony with surroundings.

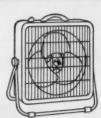
look forward to a big '55 Fan Selling Season

Here's why LAU fans are better

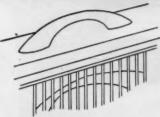




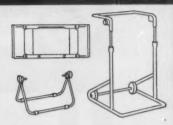
8 ft. plug-in cord . . . each LAU has an extra long plug-in cord for greater convenience in using it all over the home and in moving it around a room. All have white rubber cords.



compact design . . . In addition to their superior engineering features, each LAU is a beautiful fan, compactly designed, smooth and trim in appearance. Perhaps that's why they've been widely imitated



carrying handles . . . every portable combination window fan has its ewn carrying handle. This makes it easy to lift from expanders and carry from room to room for use anywhere in the home, or coardinent.



versatile accessories . . . just ONE LAU fan can do many things, Matal side expanders fit the fan en windows, "Tilta-Breez" permits fan te be tilted at any angle. "Porta-Breez" is the roll-about complete fan.



⁶⁴ selected⁷⁷ motors . . . all fanmotor combinations are carefully engineered for efficient operation. Each LAU fan and motor perform as a team . . . for maximum cooling, efficiency and long motor life.



guarantee . . . quality materials and workmonship are covered by complete guarantee. LAU fans are the best in workmanship and materials. Tested in conformance with PFMA specifications.



2005 Home Avenue . Dayton 7, Ohio

RCA VICTOR PRESENTS

"the big

THREE GREAT NEW TV SETS IN THREE TUBE SIZES—AT THE



NEW 17-INCH TV

\$149.95

By far the lowest price in RCA Victor TV history—\$30 less than ever before! "Easy-See" tuning dial, "Magic Monitor" chassis, "Golden Throat" Fidelity Sound. Matching "Roll Around" stand, optional at extra cost, lets your customers enjoy TV in any room of the house. Ebony finish. Trent, Model 17S450.

NEW 21-INCH TV

\$179.95

Lowest priced RCA Victor 21-inch Television in history...\$20 less than ever before. It's a great new value that will help build store traffic. "Golden Throat" Fidelity Sound; "Magic Monitor" chassis. Specially designed for normal reception areas. Forest green finish "Special 21," Model 21S500.

Value 3" LOWEST PRICES IN RCA VICTOR HISTORY!

Whether you sell "The Big Value 3" or use them as starting points to sell up to finer RCA Victor models, your customers are in line for the best bargains in TV history! Sell the television that more people buy every year than any other!

To back up your selling— RCA VICTOR sponsors two great new TV Shows!

"CAESAR'S HOUR" on NBC-TV three Mondays out of every four, 8 to 9 P.M. EST

NEW HOUR-AND-A-HALF SPECTACULARS in RCA compatible color and black-andwhite—every fourth Monday on NBC-TV, 8 to 9:30 P.M. EST

Consult your local newspaper for dates and exact time.

TOP VALUE—PEAK PERFORMANCE— AT EVERY PRICE LEVEL! \$149.95 TO \$500

Suggested list prices subject to change without notice; slightly higher in fac

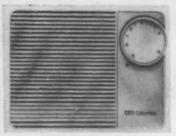
NEW 24-INCH TV

\$299.95

For the first time—an RCA Victor table model with bigger-than-life 24-inch picture tube! Lowest price ever for RCA Victor 24-inch TV. "All-Clear" Picture with 212% greater picture contrast. Priced to meet competition—and featuring famous RCA Victor quality. Ebony finish. Baylor, Model 24S512.

RCA TICTOR





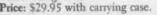
CBS-COLUMBIA Portable Radio

CBS Columbia, 3400 47th Ave., Long Island City, 1, N. Y.

Model: CBS personal portable radio No. 5110.

Selling Features: Designed by Paul McCobb, weighs less than 2 lbs.; 6-5/16 in. long, 4½ in. wide; contains 4 tubes, built-in ferrite rod antenna; operates on self-contained long-life batteries; special battery-saving "on-off" indicator fingertip volume and station selectors; CD bands; plastic case available in green, gray, sand or maroon; flush, snap-down handle; leather-type carrying case and shoulder strap enables radio to be tuned and operated while being worn.

Price: \$29.95 with carrying case.





PHILCO Portable Radios

Philco Corp., Tioga & C Sts., Philadelphia, Pa.

Models: New line of portable ra-dios with built-in flashlights in-cludes No. 660 and No. 663.

Selling Features: The flashlight complement provides a "natural" outdoor accessory and increases serviceability of portable radios; available in a choice of colors No. 660, Philco "personal" portable is available in cherry, maroon, chartreuse and forest green, fachlight treuse and forest green; flashlight operates from 2 double-sized bat-teries which also supply current to radio in conjunction with 75-v battery specially made to provide



nearly twice the power output and sensitivity for more hours of live than any other portable; No. 663, a "spot lite" flashlight is available in maroon and forest green. Both models have civil defense fre-

NEW PRODUCTS ... Radios & Hi-Fi

quencies (640 and 1240 ks) on station dial. Price: No. 660 \$24.95; No. 663,



MOTOROLA Clock-Radios

Motorola Inc., 4545 W. Augusta Blvd., Chicago, 51, III.

Models: VIP, 53D1 and 63C clock radios.

Selling Features: VIP clock-radio— Parker "51" pen and pencil set in gold and silver on a stand; perpetual calendar is inset on the pen stand; raised plate for engraving name on pencil stand; back is also finished.



63C clock-radio has a raised lid which allows 3-dimensional sound to emerge from 360 deg. and eliminates need for speaker grill; 5x7 in. speaker mounted in this position gives full tone; large Telechron clock; 6-tube performance; appliance outlet; Bakelite case in mahogany, sand or spruce green.

Prices: VIP, \$100.; 63C, \$44.95 in mahogany; \$46.95 in sand and



GRUNDIG-MAJESTIC Radios

Majestic International Corp., Sub. of Wilcox-Gay Corp., 79 Washington St., Brooklyn, N. Y.

Models: 13 models comprise "Grundig-Majestic" International

Selling Features: "Mini-Boy" pocket radio weighs 22 oz., 61 in. wide, slide rule dial; red and gold or black and gold.

AM-FM-short wave clock radio with push-button controls.

AM-FM portable radio, battery or electric operated; push-button controls; plug-in "V" antenna; controls; plug-in battery re-charger. antenna;

4 AM-FM short wave table radios with world-wide reception, push-button controls; 3 speakers on larger deluxe models.

4 AM-FM short wave-phono

console combinations feature multispeaker installations; walnut and blond finished cabinets.

2 AM-FM short-wave-phono-tape recorder console combinations one of which has 8 speakers in spe-cially constructed acoustic chambers, walnut and blond finish.

All models feature ultra-high fidelity sound system with phono jacks; AM-FM short-wave table models have visual treble and bass controls; most models have "Eagle Eye" visual tuning. Grundig-Maiestic.

Price: "Mini-Boy", \$29.95; AM-FM portable, \$99.95; AM-FM short wave table models from \$69.95.



SIMPSON Hi-Fi Consoles

Mark Simpson Co., Nat distributor: Elcraft Electronics Inc., 32-28 49th St., Long Island City, 3, N. Y.

Models: New line of Hi-Fi con-

Selling Features: No. 200 has Webster-Chicago 3-speed automatic changer with Hi-Fi magnetic cartridge and twin sapphire styli; Masco 8-watt hi-fi amplifier with frequency response that ranges from 20 to 20,000 cps; mahogany veneer cabinet with 5-cu.ft. Infinite baffle speaker enclosure for 12-in. co-axial speaker.

No. 300 has 3-speed Garrard changer with magnetic cartridge by GE and twin sapphire styli; 10-watt Masco hi-fi amplifier with 8-position equilization switch for every type recording; tone com-pensated volume control; separate base and treble controls; Electro-Voice co-axial 12-in. speaker. Prices: No. 200, \$159.95; No. 300,

\$199.50.

Mitchell Mfg. Co., 2525 N. Clybourn Ave., Chicago, III.

Device: Mitchell 3-D "Console Grande" console-type hi fi record reproducer.

MITCHELL Hi-Fi Phono

Selling Features: Reproduces from 30 to 15,000 cycles audible sound; "Golden Chain" of true hi-fi is made up of a custom design ampli-



fier with 6-watt output which cuts harmonic distortion to less than 1 percent, 2 extended range loud speakers for fuller tones, an enclosure with tuned acoustical baffle and completely enclosed chamber of vibration-proof wood core a cartridge of variable reluctance megnetic type; a built-in compensator which switches to desired position to automatically provide best playback response from each make and type record; record changer plays 7, 10, or 12-in. records at 331, 45 and 78 rpm. speeds providing 4 hrs. continuous entertainment with one loading; available with or without an AM-FM radio in mahogany or limed oak.

Price: From \$249.95 for console only in mahogany to \$339.95 for console with radio in limed oak.



PACKARD-BELL Hi-Fi Phonos Packard-Bell Co., 1111 Wilshire Blvd., Los Angeles, 17, Calif.

Model: New line of hi-fi phonos, features 6P51 console.

Selling Features: 6P51, gives complete range of sound delivering a maximum of 15-watts at 1000 cycles; 3 speakers: a 12-in, concert type "woofer", 2 hard-cone 5 in. "tweeters" mounted in sound chamber; variable tone controls allow bass and treble controls to be boosted or attenuated to handle various types of recording curves; record compensator has 4 switch positions providing a playback response machine characteristic of record; sound chamber is lined with acoustic batting to minimize cabinet resonance effects; English "collaro" record-changer features a weighted turntable rotating on ballbearings; variable magnetic reluctance pickup; holds 2 sapphire-tipped needles, one for micro-groove, the other for standard records. 6P51 available in mahogany and blond oak; 4P51, a table model companion Packard-Bell; both play 33, 45 or 78 rpm records.



WHAT'S NEW?

Here is a PROFITABLE answer. . .

Converts any radio into a clockcontrolled receiver . Retire to your favorite program . . . awaken to music

 Blanket shuts off automatically followed by alarm to prevent over-sleeping Also converts any appliance into a timed device.







Model 993

Nationally Advertised In:



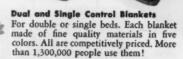
Four-color and black and white NORTHERN advertisements will feature the exclusive new, NORTHERN Clock-Controlled Electric Blanket this season. Take advantage of this publicity as well as a host of other merchandising helps provided by America's oldest and leading basic manufacturer of electric bed coverings.

Northern

Clock-Controlled Electric Blanket

Here is the first important development in electric bed coverings in the last 20 years. Now your customers can enjoy true automatic electric blanket comfort plus convenient Telechron clock control that operates their bedside radio . . . puts them to sleep or wakes them to music . . . shuts off their Northern Electric Blanket at any time they select. Don't overlook the tremendous appeal of this sensational Electric Blanket innovation. Write today for full details!

Other Products





Dual and Single Electric Sheets Light weight electric bed coverings made in three shades of fine sheeting material for those who want to enjoy the advan-tages of an electric blanket at an econ-



Electric Heating Pads Offer your customers the finest selection of competitively-priced pads on the market. More than 10,000,000 bought by satisfied users since 1912.

More than 42 Years Experience Manufacturing Electric Bed Coverings Sold in Canada by George W. Endress Company, Ltd., Toront

Northern Electric Company . 5224 North Kedzie Avenue . Chicago 25, Illinois



the 1955 Statistical and Marketing Issue

... the one you can't afford to miss

Just about every major appliance, electric house-wares item and radio-TV product will be featured in special product reviews in the January Statistical Issue of ELECTRICAL MERCHANDISING... now in the works. Exclusive whole industry sales forecasts, product trends, saturation figures and retail sales by months will fill the Issue.

Whole Industry Fact Book

Manufacturers, distributors and dealers are anxiously waiting to study this important issue . . . it's their FACT BOOK. They'll give it the kind of readership which will make advertisements in it most effective. They'll use it to plan their selling and buying during 1955. They'll learn the products which will help them make money next year. Show them why they should buy your line. And . . . your ad will be read again and again. It will get real long-life advertising value in a responsive, salesminded audience.

Long-Life Advertising Value

Four out of ten dealer subscribers will save the Statistical Issue for at least eight months. They'll be reading the advertisements next September and will refer to it as a reference book for immediate buying and throughout the year ahead.

Great Advertising Acceptance

More than two hundred manufacturers took advantage of the January Issue in 1954. They placed

over 250 pages of display advertising in the 1954 Statistical Issue . . . the biggest single issue of any appliance-radio-TV publication which has ever appeared. But this is to be expected. The January Statistical Issue has been a real market place for appliance-radio-TV products for years.

Great Advertising Readership

For years manufacturers have recognized ELECTRICAL MERCHANDISING as the Number One publication in the appliance-radio-TV field . . . the one which dealers and distributors are most likely to pick up to read the advertisements. The whole industry recognizes the Annual Statistical Issue as something extra special . . . the only ONE of its kind.

Help for Advertisers

So, whatever your product may be, ELECTRICAL MERCHANDISING'S January 1955 Statistical and Marketing Issue can help you show your line to people who count . . . America's top dealers and distributors. Every month ELECTRICAL MERCHANDISING does a top selling job for advertisers . . . but in January the Statistical Issue does the biggest job of all. Use it impressively for a real pay off. Your advertisement in the Statistical Issue will help you build distribution and cut sales costs. Your 1955 sales campaign will get a big send off at the right time.

Now is the time to make your space reservation for the January Statistical Issue

Closing Dates . . . Copy to Set—December 1 . . . Complete Plates—December 6



alone

will

cover the market

alone

A McGRAW-HILL PUBLICATION, 330 WEST 42nd STREET, NEW YORK 36, N. Y.



MOTOROLA Radio

Motorola Inc., 4545 W. Augusta Blvd., Chicago, 51, III.

Model: Table radio 54K. Selling Features: 2 matched speakers; ivory and gold case.

Price: \$29.95



PAGE BOY Baby Sitter

Semco Electronics Corp., 17 Warren St., New York, 7, N. Y.

Device: Page Boy intercom system. Selling Features: Picks up sound in baby's room broadcasts through radio or portable up to 300 ft. away; plugs into any electric outlet in nursery; knob adjustment in back eliminates radio interference; built-in microphone 4-in. in diam. picks up sound in room over a 550 kc unit; ivory plaskon cabinet; can also be used as I-way inter-com.

Price: \$29.95.



REVERE Tape Recorder

Revere Camera Co., Chicago, III.

Device: Revere 2-speed tape recorder.

Selling Features: 2 acoustically matched extended excursion speakers; perforated case provides full 360 deg. sound distribution; single knob control, index counter; 2 hours recording per 7-in. reel; records at 3½ and 7½ speeds; compact carrying case of Irish linen bonded to Fiberglas; retractable carrying handle; complete with microphone, radio attachment cord, 2 reels (one with tape) and carrying case.

Price: \$159.50; same model with radio and built-in antenna, \$209.50.

NEW PRODUCTS ... & Accessories



DEWALD Radio-Phono DeWald Radio Mfg. Corp., 35-15 37th Ave., Long Island City, 1, N. Y.

Model: J-540 portable radio-phono, Symphonette.

Selling Features: 30 speed changer operates with an all-groove permanent pick-up and a 3-tube amplifier reproducing true tone and ultimate range; 5-tube superhet radio; polystyrene cabinet; weighs 7 lbs.; Desert sand and maroon finish. Price: \$39.50.



PORT-A-PHONE Intercom

General Industrial Co., 5738 N. Elston Ave., Chicago, 30, III.

Device: Portable wireless intercom.

Selling Features: Plugs into any standard 120-volt a.c.-d.c. outlet; compact; 2-way communication between 2, 3 or more persons in separate departments or buildings; silencer eliminates line noise when standing by; plastic mahogany cash.

Price: 2-station system, \$66.90, additional stations, \$33.45.



MASCO Intercom Mark Simpson Mfg. Co., Inc., Long Island City, 3, N. Y.

Device: New deluxe 12 and 24 station President series intercoms.

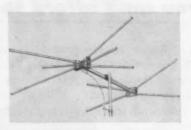
Selling Features: Housed in metal cabinets with decorative metal grilles; one basic system can be adapted to every type intercom setup desired; a single Master can be used with up to 24 remote stations; a telephone-type handset can be plugged into any Master for privacy in communicating with other masters.

COLORCON TV Antenna

Brach Mfg. Co., Div. General Bronze Corp., 200 Central Ave., Newark, 4, N. J.

Device: Colorcon, conical type TV antenna No. 5403 adapted for black and white and color reception.

Selling Features: Black and white conical principles are translated for color without affecting B and W performance; red center elements have been engineered to stop spikes on the color TV subcarriers; adjustable reflector acts as a corrective peaking filter on many TV channels; identifiable by its painted center elements.

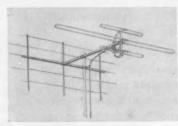


WARD Antennas

Ward Products Corp., 1148 Euclid Ave., Cleveland, 15, Ohio

Device: Ward Scout Conical 10 antenna, and 3 new VHF Fringe-master antennas.

Selling Features: Scout Conical is all-aluminum, priced for metropolitan market; at same time the 10-clement Economy Conical Kit model TV-280 is introduced to compete in "Do It Yourself" field.



Outstanding feature of Fringe-master is the trap bolt type fold-up construction which prevents antenna collapse and forms rigid, permanene assembly; has less wind resistance; polyethylene insulation; seamless tubing elements; square aluminum tube supports and cross-arms; available in stacked models: single bay (TV-285; ½ wave stack (TVS-286) and ½ wave stack (TVS-287); stacking kits also available in TVS-288 and TVS-289.

TACO UHF Antenna

Technical Appliance Corp., Sherburne, N. Y.

Device: Taco Super 12 UHF antenna, No. 3040.

Selling Features: Comprises 12 open bowtie driven elements plus large screen reflector; high-tensile strength aluminum feedline and radiating elements; 1-piece, folded

reflector screen; easy to assemble; shows a voltage gain of about 18 db over UHF spectrum; directivity varies between 5 and 10 degs.



ROHN Tower Line

Rohn Mfg. Co., 116 Limestone, Bellevue, Peoria, III.

Device: Rohn Packaged tower and Rohn No. 6 tower.

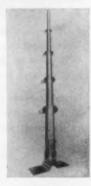
Selling Features: Packaged Tower features six 8-in. sections which are stacked one inside the other forming a complete 19-in. triangular shaped package; features magic triangle design with "wrap-around" triangular cross bracing corrugated.

No. 6 tower for home TV installation is self-supporting to 50 ft. heights or guyed to 150 ft.; features a 12½ in. triangular design with corrugated cross bracing.

JFD 1-Way Antenna

JFD Mfg. Co., Inc., 6101 16th Ave., Brooklyn, 4, N. Y.

Device: JFD-"1-way" single bay antenna for slop-over problems. Selling Features: Front-to-back voltage ratio of 39 to 100-to-1 and from 160 to 400-to-1 in stacked array; eliminates interference from rear signal pick-up delivers perfect picture; eliminates co-channel and adjacent channel interference.



JFD Masts

JFD Mfg. Co., 6101 - 16th Ave., Brooklyn, N. Y.

Device: JFD Aluzoom telescoping

TV antenna mast.

Selling Features: Made of aluminum; tensile strength, 45,000 lbs. per sq. mi.; top section is 1½ in. O.D., wall thickness, .056; top 6-in. is swaged to fit all rotators; lightweight; aluminum guy rings; complete with thumb screws and mounted T-nuts; 6 sizes: 20, 27, 30, 39, 40 and 50-ft.

Happy Kids Help Sell **Home Drink Mixers**



Two grinning youngsters, apparently dipping straws into the mixing container are the buyappeal in a new display recently introduced. The idea is to show at a glance what fun youngsters can have when their dreams of 'real soda-fountain drinks at home" come true. The pay-off, according to a company representative, is that once youngsters get the idea, they don't stop coaxing until they get a mixer.

Setting up the display involves no more than sliding the center panel into the mixing container. The price of \$22.00 is featured prominently. colorful display may be obtained free of charge by writing to the Advertising Department, Hamilton Beach Co., Racine, Wis.

Value Story Makes Timely Ad Theme

Opinions recently expressed by a well-known advertising expert have sparked one of the most powerful and timely advertising campaigns in Hamilton Beach history. "This buymarket." he said, proving Hamilton Beach the best value! Now that people are back to testing and comparing before they buy, more and more are selling themselves on Hamilton Beach values."

This value story is brought home forcefully in the Hamilton Beach Fall advertising campaign. Readers interested in making every dollar count are being shown the results of the company's own value showdown. Food Mixer ads stress the point that "of all top quality mixers, Hamilton Beach costs \$4-\$5 less-and it's easiest to use!" Mixette ads feature "America's favorite all-purpose portableonly 21 pounds, yet it beats everything!" Extra-value is also the keynote in Liqui-Blender ads, which stress "twice the cutting power, at no extra cost!" Every item in the line is offering a price advantage, without any sacrifice in quality.

Food editors sold the idea! REPORTS SAY IT'S **BLENDERS FOR CHRISTMAS** ... AND FOR VALUE HAMILTON BEACH HAS IT! Don't "wait and see"! The action does more in one minute handwriting's on the wall— this year it's blenders! Newsthan most blenders do in sev-eral. There's hard sell for you! papers and magazines are full And Hamilton Beach is pushing "hard sell" in The Saturday Evening Post, American Weekly, This Week, Better Homes & Gardens, McCall's, of food editorials pushing blenders. The word's out, which means a gift-buying rush-by value-minded buyers. And in value showdowns, all the bridal books, and many Liqui-Blender's got it! more of America's best-read magazines! Don't miss out Twice the cutting power at no extra cost—that's your sell-ing story! New "Cut-'n-Fold" order Liqui-Blenders from your distributor today! HAMILTON BEACH CO., Div. of Scovill Mfg. Co., Racine, Wis. HAMILTON BEACH **FOOD MIXER** None can match its many HAMILTON BEACH easy-to-use features, its lasting quality. Yet it's priced \$4 to \$5 less than HOME DRINK MIXER

HAMILTON BEACH MIXETTE

Beats everything for winning tough customers! Most popular because it performs most like a big mixer, yet weighs only 21/2 lbs. Just \$19.50 retail.

Every round is yours with this sales-winner! It has no competition. And what sales appeal! Once kids see it, they keep coaxing. \$22.00 retail.

Fifteen magazines have been carefully selected to touch every phase of family interest, in all income brackets and all sections of the country. Leading magazines being used include The Saturday Evening Post, American Weekly, This Week, Better Homes & Gardens, McCalls, Successful Farming, Parent's, Good Housekeeping, Woman's Day, Family Circle, True

any other top-quality mixer - at \$38.50 retail.

Story, Living for Young Homemakers, Bride's Magazine, Modern Bride, and Guide for The Bride.

Mounted Reprints of Colorful Xmas Gift Ad Available

A full page, full color gift ad in the December 4 issue of The Saturday Evening Post is expected to bring a marked increase in holiday business this year. The ad, described as "a solid punch, just when gift buying peaks," is to be mounted in sufficient quantities for all Hamilton Beach dealers to benefit. Dealers are urged to order early, and display the re-prints, making their store a Hamilton Beach gift center.

(Advertisement)

REVOLUTIONARY NEW CLOCK-

dramatically presented to 14,050,000 Post readers

LOOKeach clock-radio shown here, with built-in TELEC











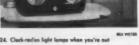












Key your own promotion efforts to this dramatic Telechron clock-timer Christmas sales message . . .

Make your store clock-radio headquarters with local newspaper advertising, radio and TV spots and direct mail. Feature the headline in this November 20 Saturday Evening Post ad, "Look-28 ways to use 1 gift." Use it in all your advertising. Play up the big idea that here is ONE gift that pleases everyone

from teen-agers to grandmas...brides to bank presidents... and they're priced for all sized budgets.

Telechron clock-timer advertising backs up your clock-radio advertising

Make the most of it. Bring 'em into your store to buy ... because 55% of all clock-radio sales for 1954 will be made during the Christmas season. Get your share of these sales.

OCTOBER, 1954-ELECTRICAL MERCHANDISING

RADIO SALES STORY

by full-color Telechron clock-timer advertising



clock-timer, does all these things automatically



4. Clack-radios bring in sports games on time



9. Clock-radios switch on lumps, wake falks silently



15. Clock-radios make housework metadious



21. Clock-radios wake students to recorded feverites



27. Clock-radios stert chafing dishes



5. Clock-radius switch off tree lights



10. Clock-radios remember your favorite programs



6. Clack-radios entertain yeu, while you work



22. Clock-radios operate night light



28. Clock-radios catch special TV programs



HE THESE CLOCK-RATIOS WITH TRUCKRON TIMES AT CLOCK-RADIO BEALERS EVERYWHERE



FEATURE THE TELECHRON CLOCK-TIMER the sales-making name for more profits

Why? Because you can demonstrate a clock-radio, with a Telechron clock-timer, more ways than any other appliance in your store. Show clock-radios to bring in customers... demonstrate clock-radios to close sales... use this ad as a sales primer for your sales personnel. Telechron Department, General Electric Co., Ashland, Mass.

Selection

MARK OF TIMING LEADERSHIP

STEWART-WARNER



Hi-Fi Portable

Model 600 Hi-Fi Consolette

Popular-Priced Phonos (Automatic and Manual)



Model 9120 3-Speed Portable





3-Speed



Model 9490 **Automatic Portable**

Clock, Portable and Table Radios



Model 9162 Clock Radio



Model 9160



Model 9181-Table Radio with new ASPA



Model 9175

A Promotion Value with FULL Dealer Discount

Model 9178-C (Slightly Higher South and West)

Enjoy Biggest Dealer Profits ever with Stewart-Warner's sensational, new 3-speed HI-FI Phono and AM Radio Combination

Promotionally Priced Yet Packed with These Value Features:

- 7-Tube AM Radio (Including Selenium Rectifier)
- 4 Watts of Push-Pull, Full Audio Power Output for High Fidelity Tone Reproduction
- Response...40 to 20,000 Cycles
 Two 6-inch PM High Fidelity Speakers for All Tonal Reproductions Audible to the Human Ear
- 331/3, 45 and 78 Speed Record Changer with **Automatic Shutoff**
- Lightweight Tone Arm with Twin Pickup Ceramic Cartridge with Dual Sapphire Points
- Modern Lustrous Mahogany Cabinet

The most trusted name in Radio and Television



STEWART-WARNER ELECTRIC

1300 North Kostner Avenue, Chicago 51, III.

ELECTRICAL APPLIANCE NEWS

TRADE REPORT



TED WEBER, JR.

In Color The Key Word Now is "Big"

The television industry—from broadcaster through set manufacturer—last month put the "big" in color television.

The consumer was probably most awed by the line-up of color programs beginning to be seen with some regularity (and this awareness was growing despite the fact that probably not one viewer in a 1,000 was watching the color programs on color sets).

But the trade was inclined to be more impressed by big sets rather than big shows. During September both CBS-Columbia and RCA Victor took the wraps off their new sets, joining Motorola which took the plunge into color in mid-July. Reaction of the press to the RCA set and of distributors to the CBS set made one thing clear: a wave of enthusiasm for big screen color was setting in, even among people who have been watching color all along. At both the CBS and RCA showings the reaction to 19 and 21 inch pictures was emphatic and favorable.

Triple Header. RCA had three new developments to show the press on September 15 when the firm held its color showing at its Princeton, N. J., lab. Of top interest were a new tube (21-inch with 250 square inches of viewing area) and a new color set (with circuitry cut by a third). Third new development—and one which "guarantees improved color set performance" according to RCA spokesmen—was a magnetic field equalizer. Each of the three developments represents "years of scientific and engineering endeavor telescoped into a memorable few months," RCA said.

Industry sampling of the new tube will begin November 1 and RCA will introduce a color set before the end of the year. Initially, the first "few thousand" big screen sets will make use of a chassis originally developed for a 19-inch tube and now modified to use the 21-inch. This chassis uses 39 tubes. But after this original run the company will swing over to production of its new chassis which uses only 28 tubes. Price of the 21-inch set has not yet been set but it will be somewhere between \$800 and \$900, making it the lowest priced all-channel color set yet offered.

The new RCA color tube is a shadow mask type embodying a shorter electron gun and a wider deflection angle. Simplified construction of the tube should allow it "to be manufac-

 The number of "big screen" sets on the market grows to three as RCA shows a 21-inch set to be sold at under \$900

 Availability of larger sets coincides with increased emphasis on "big shows" by the broadcasters

tured at reasonable cost in large quantities," according to Dr. Elmer Engstrom, executive vice-president for research and engineering

research and engineering.

Applause in Chicago. CBS-Columbia became the second set maker to get into the big screen picture in late August when it showed its distributors meeting in Chicago a line of three color sets using the CBS-Hytron 19-inch tube. Even though the trade knew in advance how big the picture would be, the performance of the set during the convention brought a quick and enthusiastic reaction from distributors and dealers.

The three-model CBS line begins at \$950 for a table model (not yet in production) and includes two consoles at \$1,000 and \$1,100. (For details of the CBS convention see page 188 of this issue.)

How Many. Introduction of both new sets were accompanied by rather conservative forecasts of color produc-

tion in the next 15 months.

RCA president Frank Folsom told the New York Board of Trade last month that only 350,000 sets would be produced for the balance of this year and during 1955. While introducing the CBS-Columbia set Seymour Mintz predicted that somewhere between 250,000 and 300,000 units would be produced next year. Since production for the remainder of this year is almost certain to run under 50,000 units it is apparent that Folsom and Mintz are in fairly close agreement as to production in the next 15 months.

Taking a longer range point of view, Folsom said that by the end of 1957 Americans would have spent about \$2,000,000,000 for color sets and that by 1959 ten million color sets will be in use.

By the first of the year, Folsom said, 82 stations will be able to telecast in color, making such programs available to areas comprising 87 percent of the nation's TV homes.

Unit sales in 1956 should reach 1,780,000, rise to 3,000,000 in 1957 and to about 5,000,000 in 1958. Dollarwise these figures represent sales of \$264-million in 1955, \$767-million in 1956 and \$952-million in 1957.

What To See. RCA devoted a considerable part of its Princeton program to a review of programming plans by NBC vice-president Robert Sarnoff.

He pointed out that the network's "spectaculars" would account for about 50 hours of programming this fall, all of it already sold to various sponsors. These special hour and a half programs will appear three weeks out of four, alternating on Sundays, Mondays and Saturdays. As an example of the type of programming planned in the months ahead Sarnoff pointed out that the Monday evening series which starts on October 18 will have Ginger Rogers in "Tonight at 8:30" as the opening attraction. Second program (on November 15) will be an updated version of "State of the Union."

In addition to the "spectaculars," NBC will continue to schedule color inserts on the "Home" show, will begin using color film on the Ford Theater on October 14, and on November 28 will present a special two hour production of "Macbeth." Holiday coverage from either Washington of the West Coast is being planned and it is likely that "Amahl and the Night Vicitors" will also be shown in color

Visitors" will also be shown in color.

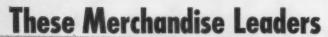
What Now. The showing of the RCA and CBS sets should round out the big screen color picture for the fall although Westinghouse says it will be in limited production of such a set and Du Mont may have a color set of its own before the first of the year.

Despite the critical approval of the big screen sets shown last month there was still considerable doubt in the industry that the tube problem had reached its ultimate solution. Philco is continuing work on a one-gun unit and even the three-gun tube makers who have been able to market their tubes are still at work on different designs and sizes. A rectangular 21-inch tube is apparently the next thing to expect and the industry is also showing interest in a 22-inch tube now being developed.

In the meantime, satisfactory bigscreen sets are now available and many in the industry think they sense the beginning of a real boom in color.



BIG SCREEN COLOR arrives . . . on the dealer's floor



TORDAN MARSH

GIMBELS

GOLDSMITH BROS.

7/4 Golden Rule

Hechts

Sachs Quality Stores

ABRAHAM & STRAUS

... and others

- Are Running Ads Like This One

Macy's

vacuum cleaners, basement



Shetland all-purpose electric polisher

29.95

with kit nd detachable handle

polishes cars, polishes furniture, sands, drills and scrubs; special Electrowax included

A polisher, a scrubber, a work-saver for the whole family. A shetland all-purpose polisher with power unit, 9-in. floor polishing brush, 9 in. floor scrubbing brush, 36 in. detachable handle, lamb's wool bonnet, drill check, rubber disc, 2 pieces of sandpaper, a can of Electrowax; boxed.



— and have sold, and sold

SHETLAND POLISHERS!

YOU CAN, TOO!—ASK YOUR JOBBER—OR WRITE

THE SHETLAND COMPANY, INC., LYNN, MASS.



NEW MAJESTIC-GRUNDIG International radio line is introduced in America by Grundig sales director Otto Siewek, left, and Claus Bussmann, Grundig export manager.

Enter German Hi Fi Radio

Majestic International bids for hi fi business with a new line of AM-FM, short wave radios produced by Grundig of West Germany

In a strong bid for a share of the growing hi-fi market, Majestic International, a subsidiary of Wilcox-Gay Corp., will buy a line of radios from Grundig GMBH of Germany and market the line through Majestic radio and television dealers under the brand name "Grundig-Majestic International."

The Grundig-made sets will not replace any part of the present Majestic line according to Leonard Ashbach, chairman of Majestic.

TV Stifled FM. Explaining the

TV Stifled FM. Explaining the selection of German-made sets, Ashbach said, "American TV advancement has stifled any major attempts to produce ultra-high fidelity, short wave, and FM radio here. European manufacturers are the most advanced to produce this superior audio equipment."

Otto Siewek, director of sales for Grundig, added that, while FM radio never became very popular in this country, 90 percent of German radio is now FM and the Germans have made great strides in audio science.

Ashbach became interested in the German radios while looking for a pocket-size portable to add to the Majestic line. His European representative recommended the Grundig "Mini-Boy" and while investigating the Grundig company, reportedly the largest radio manufacturer in Europe, Ashbach was impressed with several Grundig models.

Mini-Boy Model. "The Mini-Boy," which will sell at \$29.95 without batteries, is only 61 inches long and weighs 22 ounces. Another portable, with AM-FM and push-button controls, will retail at \$99.95.

An AM-FM, short-wave clock-radio will retail at \$89.95 and several table model radios with AM-FM and short wave range in price from \$69.95 to \$139.95. Consoles, which include AM-FM, short wave, phonograph and tape recorder, complete the line.

Most of the tubes in the Grundig-Majestic sets are interchangeable with American parts. Many of the tubes are American-made and are shipped to Germany for installation in the sets. Majestic dealers will stock those parts that are not interchangeable.

The new line is being introduced in a national advertising campaign and shipments of the "Mini-Boy" are already being made to distributors.

SCHEDULED MEETINGS

AUDIO FAIR

Hotel New Yorker, New York October 14-17

NATIONAL ELECTRICAL CONTRACTORS ASSN.

(Annual Convention) Jung Hotel, New Orleans, La. October 27-30

EIGHTH NAT'L HOME LAUNDRY CONFERENCE

Hotel Commodore New York, N. Y. November 4-5

NATIONAL ELECTRICAL MFRS. ASSN.

Haddon Hall, Atlantic City, N. J. November 8-11

NATIONAL FARM ELECTRIFICATION CONFERENCE

Schenectady, N. Y. November 18-19 Announcing

NEW & GE Pushbutton Heating Pad

... fully waterproof!

Every feature of G.E.'s new Heating Pad demonstrates superior performance.

Such ease of heat control! Such rugged wear! Such versatility and comfort!

G.E.'s Pushbutton Heating Pads are pushovers for easier sales. These are the big reasons!

PS9A8 - 12" x 15" - Deluxe Model

- New pushbutton switch Fully waterproof
- · Removable and washable terry cloth cover in attractive shades of red, blue and turquoise

To retail at \$295*

PS9A7 -Garden green. The first waterproof, \$7 pushbutton heating pad to retail at

New Pushbutton Control

Fast and simple! That's how the new pushbutton switch works. No need to dial-just press the button. On PS9A8 model, contoured switch is illuminated for visibility in darkner





Handi-Pad! only

PS9A4 — Handy "Hot-Water Bottle" size — 8½" x 10½"

Fits comfortably anywhere on the body! Same fast heat response and final surface temperature as the bigger models.

• 3-speed • moisture-resistant • removable and washable Dresden blue cover • finger-touch control operates easily with one hand!

PS9A5-11" x 15"

3 speeds. Finger-touch control. Flamingo red. To retail at



* Manufacturer's recommended retail or Fair Trade prices.

Plus:



Packaging. NEW Over-the-counter service plan.

Introductory free goods offer. See your G-E distributor.

Progress Is Our Most Important Product



ELECTRIC



ADMIRAL'S ROBOT: This 30-foot long battery of machines automatically assembles about half of the vertical chassis for Admiral television sets, marking first extensive use of automation in the TV industry. Employee in foreground holds bottom side of printed circuit section showing soldered connections in her right hand. In her left hand she shows top side with parts.

Automation at Admiral

"Robot I," Admiral Corp.'s revolutionary new bank of production machinery, automatically assembles printed circuits for television sets in a matter of seconds

Admiral Corp. has put into operation a bank of "revolutionary, highspeed robot machines" that automatically assemble printed circuits equivalent to one-half of a television chassis in a matter of seconds.

The robot-assembly is believed to mark the first extensive use of "automation"—the much-discussed new concept of automatic industrial production—in the radio-television industry.

John B. Huarisa, executive vice president of Admiral, predicted the highly mechanized television production line eventually would have the same effect on the electronics industry that the moving assembly line had on the automobile industry 40 years ago.

the automobile industry 40 years ago.
"There's practically no limit to
what automation can accomplish,"
Huarisa said. "Eventually the machines will be able to insert such complex items as tube sockets and tubes."

He listed the advantages of using a printed Robot chassis as: "More uniform production, trouble-free soldering, greater resistance to extremes of temperature and humidity, more flexibility of engineering and lower production costs in these highly-competitive days."

30-foot Battery. Admiral has built and installed in its Chicago TV plant a 30-foot long battery of complex machines into which electrical components such as resistors and wire jumpers are automatically fed and from which

is delivered a completely assembled printed circuit board in a few seconds.

The electronically-controlled automation equipment was designed and built by Admiral engineers working under the direction of C. S. Rossate, vice president in charge of production.

The printed Robot chassis assembled automatically has made possible for the first time a TV set utilizing a giant aluminized 21-inch 90-degree tube with a 270-square inch picture and a full 18-tube vertical chassis for only \$149.95. Admiral has introduced two new vertical chassis table models that are produced by automation.

In operation, the robot machines utilize printed circuit boards which are photo-etched and stamped in one of Admiral's 12 plants. Stacked boards are automatically moved for a speedy trip down the 30-foot line.

Fifty assorted resistors and wire jumpers are automatically inserted in the board, some singly, some two at a time, and some three at a time. Before inserting the resistors, the robot machines trim the wire leads to size, then crimp them precisely to contact the copper circuit pattern.

The Admiral equipment is so constructed that whenever any part fails to feed from the chute a red light flashes at that machine. The entire line is automatically halted until adjustments are made and the components again feed smoothly.

Arvin Increase

Arvin Industries, Inc. increased production of television sets by more than 300 percent during August and September, according to John C. Marshall, vice president and sales director of the radio-TV division.

Production was brought to its highest level in 18 months by the favorable response and sizable dealer orders after the July showing of Arvin's new line.

August and September output was expected to eclipse any two-month period last year or this, according to Marshall. He said "a little more than half our stepped-up production centers on output of the lower priced sets, but the improved demand for custom models accounts for a significant share of current orders."

All of the 12 sets in the 1955 line have 21-inch screens. Four of the sets with "Rocket" chassis retail from \$149.95 to \$179.95 and the more expensive "Custom" chassis models go up to \$339.95.

G-E Washer-Dryer

A new combination washer-dryer was unveiled by General Electric at its recent press showing in Louisville.

Available in two models, a regular free-standing machine and an undercounter model, the washer-dryer will also come in two colors, canary yellow and turquoise green.

Other features of the new machine include: an automatic dryer selector, which determines the correct drying heat for each individual load; positive fill, which automatically measures the water needed for each load; a built-in water heater, which raises the temperature as much as 30 degrees; and an automatic water saver.

Tailor Made



TWO-COLOR ENVELOPES like the one above are being used to package a new series of "fix it yourself" TV booklets. Each booklet in the series is limited to eight pages and contains information on only one make and model. The publishers, Larrel Electronics, Inc., say that guides covering the most popular sets are now available and that new booklets will be issued as new sets appear.

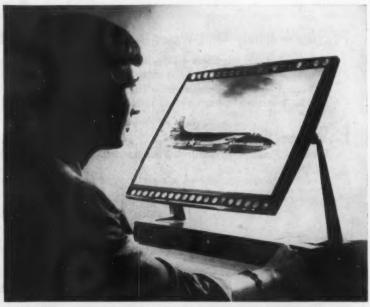
TV Blue Book

The 1955 NARDA TV Blue Book, with revised trade-in values and an analysis of the 1955 TV market, has just been released.

A new TV Appraisal Form which justifies trade-in allowances has been added and an article gives a new slant on price-cutting.

Priced at \$5 per copy, it can be purchased for \$3.50 each in lots of two or more from National Appliance Trade-In Guide Co., Madison, Wis.

TV, 1964 Style



THE POW, or "picture on the wall' television receiver, is just a glint in the eyes of General Electric scientists today. But, say the scientists, in ten years TV sets will be so thin they can be hung on the wall. The circuitry will be built into the picture frame and controls will be located in a small box beside your easy chair.

Registernow

Today! Dave Garroway

Demonstrates OSTER electric housewares on TV's Big-Time "TODAY" Show!

for the Osters

Your Best Osterizer

Christmas Gift Campaign!



Get this Super Self-Selling Display

To Tie You In... with the products Dave Garroway'll be demonstrating on the big TV "TODAY" Show... with the Stores, the Magazines, the Newspapers, and Sales Promotion Literature all over the country!



Featuring...



the original liquefier-blender

Handiest appliance a woman can own! Blends sauces, gravies—chops nuts, vegetables—purees for soups, baby foods—blends sandwich spreads. Many exclusive features! Complete with recipes!



Oster Electric Food Mixer

-world's only portable food-mixer with Knee-Action self-adjusting beaters...that adjust to fit all bowls, make all mixing jobs easier!



Oster Double-Action Knife Sharpener

that hollow grinds both sides of blade at once, does a fast, sure, professional factory-sharp job on almost any type knife.

and Spotlighting ..



The Oster Airjet Hair Dryer for faster, better drying!



The Oster Massagett for easier,

Get more traffic, sales-profits ...

and get in touch with your Oster Distributor today, or write: Dept. 1110

John Oster

MANUFACTURING CO., MILWAUKEE, WISCONSIN In Canada: W. D. Elmslie Ltd., Montreal GET SET TO BE STARTLED AGAIN . . .

NORGE SETS OFF NEW



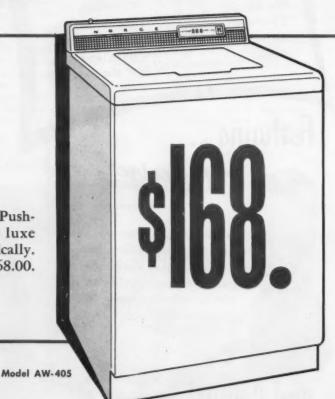
"GIANT VALUE"
PRODUCTS

New! FULL-SIZE 1955 AUTOMATIC DRYER

Lowest-Priced Dryer of All Times! Not a liquidation special, not a manufacturer's close-out—but a brand new 1955 fully automatic, full-size electric clothes dryer that sells *below* 150 dollars! No costly installation. It operates on either 110 or 220 volts. Makes home demonstrations and free trials a cinch.

New! FULL-SIZE AUTOMATIC WASHER

Full price—costs less than most good wringer washers! Pushbutton operated for easy use, with all the Norge de luxe features! Washes automatically . . . spin dries automatically. Regularly sold at \$229.95. Has been sold as low as \$168.00.



MORGE

MEANS BUSINESS...GOOD BUSINESS

DIVISION OF BORG-WARNER . MERCHANDISE MART, CHICAGO 54 . IN CANADA: ADDISON'S LIMITED, TORONTO



LAUNDRY BOMBSHELL!

FALL "GIANT VALUE" PROMOTIONS READY TO BRING <u>STILL MORE</u>

DEALER WASHER AND DRYER SALES



New! COMPLETE AUTOMATIC HOME LAUNDRY-WASHER AND DRYER

For a buy like this, your customers will shoot the works! No other deal like it in the entire appliance business! Washes and spin dries, has all de luxe features, and is priced to sell in combination with Norge automatic dryer!

The NORGE automatic dryer just plugs in—no costly installation! Dries on either 110 or 220 volts, has 5-way self-venting. Not an apartment model, but full size!

NORGE "Giant Value" promotion lets you sell this \$379.90 combination for as little as \$299.90!

... GIANT MERCHANDISING KIT

Complete, tailored-right-down to your smallest need, all ready to turn your store into a carnival of "Giant Values"



"GIANT VALUE"
SALES CLINCHERS

COMPLETE NEWSPAPER AD CAMPAIGN

Hard selling ads, all sizes, shapes, to tell everybody in your trading area about your NORGE "Giant Value" automatic washers and dryers.



RADIO-TV-MOVIE TRAILERSMERCHANDISING POWER!

NORGE "Giant Values" is a complete promotion, with NORGE solidly behind you all the way.

Beautiful washable
DACRON COMFORTER



50 LBS. of ALL Year's supply

RIPPLETTE
For washing woolens,
delicate fabrics



PLASTIC RAIN HOOD

A sensational give-away item that will pull 'em into your store.

YOU'RE LOSING MONEY BY WAITING!

The NORGE laundry line is hot — and with the sensational new Fall "Giant Value" promotions, it will be hotter still. Don't wait too long. Get on the band wagon now, in time for it. Call your nearest NORGE distributor or write to NORGE

direct.

HERE'S PROOF THAT ALL 7 FEATURES



DEALERS ARE HAPPY WITH THE NORGE REFRIGERATOR LINE

OF FAST-SELLING
REFRIGERATORS
THAT BRING ME A
GOOD PROFIT... AND
I WANT THAT LINE TO
BE A SHORT ONE!"

MISTER, YOU'VE GOT IT! Norge refrigerator sales are up almost 200%! The profit on Norge refrigerators is terrific! And Norge has the shortest complete line of refrigerators on the market, today!

FAMOUS NORGE

CUSTOMATIC

Refrigerator-Freezer Combination **MODEL 1180**

NORGE

MEANS BUSINESS

DIVISION OF BORG-WARNER . MERCHANDISE MART, CHICAGO 54 .

NORGE GIVES WOMEN

NORGE GIVEN HIGHEST RATING FOR LARGE REFRIGERATORS IN FALL REPORT...YET COSTS ALMOST \$100 LESS THAN OTHER TOP COMPETITIVE MODELS!

Here's why they're ALL HAPPY with the NORGE CUSTOMATIC



I WANT AUTOMATIC

of its own frost water.

DEFROSTING" Lady, you've got it! The Customatic is completely automatic—even gets rid



I WANT A BIG SEPARATE FREEZER CHEST"

Lady, you've got it! The zero-cold sepa rate freezer compartment in the Customatic freezes and stores 80 lbs. of fresh foods.





I WANT SHELVES IN THE DOOR"

Lady, you've got it! The Customatic has full-width, built-in shelves that accommodate all those bottles, odds-and-





I WANT SHELVES

Lady, you've got it! In the Customatic, all shelves roll out. Food in the back is just as easy to reach as in the front.



"I WANT A SPECIAL PLACE FOR MY BUTTER"

Lady, you've got it! The Customatic has a special "Butter-Bank" built right into the door. It keeps a full pound just right for spreading.



Ш



I WANT A SPECIAL MOIST-COLD COMPARTMENT

Lady, you've got it! In the Customatic the entire refrigerator section is a moist-cold zone. Foods don't dry out, even though uncovered.





"I WANT A RACK FOR MY EGGS"

Lady, you've got it! In the Customatic, a swing-out "Egg Nest" keeps eggs handy, right in the door. No need to use precious shelf-space.



...GOOD BUSINESS

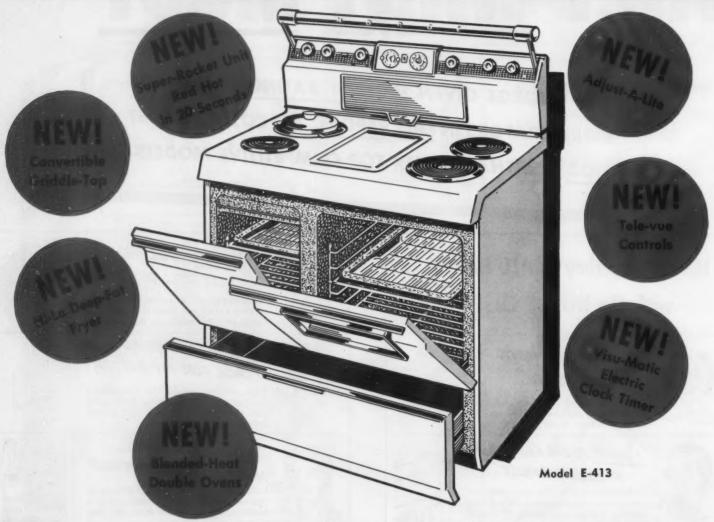
IN CANADA: ADDISON'S LIMITED, TORONTO

PRODUCTION

Better Check On That Red-Hot NORGE Line... Before It's Too Late!

NORGE refrigerator sales are up almost 200% over last year-and still rising! It's like chain-reaction-dealers say they've never seen anything like it. There are still a few good franchises available. For full information, call your nearest NORGE distributor, or write NORGE direct.

NORGE TAKES LEAD WITH NEW 1955



COMPLETE
LINE FROM
TOP TO
BOTTOM...GAS
AND ELECTRIC
MODELS...
FEATURES
UNMATCHED
BY ANY
COMPETITOR!



Model E-412 (Electric) Mammoth double ovens—deluxe throughout.



Model E-411 (Electric) Waisthigh Speed Broiler—luxurious features.



Model E-382 (Electric) Budget-priced—but all Norge deluxe features.



Model E-381 (Electric) Waisthigh Broiler—large oven —deep-well cooker.



Model .E-2A (Electric) Big range in a small package, 20 inches across!



Medel G-241 (Gas) Twin smokeless Speed Broilers —all deluxe!



Model G-141 (Gas) All deluxe—huge oven. Infinitrol surface burners.



Model G-238 (Gas) "Spirolator" surface burners, timer, deluxe features.



Model G-138 (Gas) Big oven — twin storage compartments. Smokeless broiler.



Model N-2 (Gas) Big range performance in small 20" space—budget price.

NEWLY ENGINEERED! BEAUTIFULLY DESIGNED! PACKED WITH EXCLUSIVE SELLING FEATURES! A <u>BRAND-NEW LINE</u> FROM TOP TO BOTTOM



EANS BUSINESS ... GOOD BUSINESS

on the hottest line going, call your nearest NORGE Distributor or write

direct to NORGE.

DIVISION OF BORG-WARNER • MERCHANDISE MART, CHICAGO 54 • In Canada: ADDISON'S LIMITED, TORONTO

ENGINEERING PRODUCTION

The way LIFE sells appliances...sells appliance men on LIFE!

ED FROHUCH, president of the Warren-Connolly Co., Inc., a leading New York appliance distributor, tells why LIFE advertising wins his support:

⁶⁶LIFE advertising makes it easier for the dealer and for us, the distributor, to sell Norge products.

"The dealer knows that his customers see Norge products first in LIFE. He knows, too, that because customers are inclined to rely on LIFE-advertised products, LIFE has become a strong pre-selling force.

"For these reasons, an important function of our Advertising and Sales Departments is to keep our Norge dealers supplied with copies of Norge LIFE ads.

"We try to keep these ad reprints in dealer windows to tell customers that Norge products are LIFE-advertised products."



America's No. 1 magazine for appliance advertising.

*From A Study of the Household Accumulative Audience of LIFE (1952), by Alfred Politz Research, Inc.

America's No. 1 magazine with appliance dealers and distributors.



PROMOTION material and business forms for the Motorola "Tip-Top-Value Trade-In" plan are available to authorized Motorola dealers.

How To Market Used TV

Motorola kicks off its "Tip-Top-Value Trade-In" plan to spur the sale of used television receivers and clear the decks for new and color set sales

Taking its cue from the used car business, Motorola Inc. has launched a merchandising program to promote the sale of used television sets.

The "Tip-Top-Value Trade-In Plan" recommends a four-step procedure for appraising, reconditioning, pricing and selling used TV receivers.

"Accurate appraising is the only key that opens the door to profitable replacement sales," according to Motorola's TV trade-in sales manual. according to The plan provides an appraisal check sheet for dealers and recommends the use of the NARDA blue book for estimating appraisal values.

The next problem, dealers are advised, is selling the appraisal to the customer. This will be easier if the customer has been thoroughly sold on a new set, according to the manual.

Never Knock. "The buyer of a new TV set really isn't 'trading' his old set to you. He is selling it to you," the manual advises. "So no matter what you think of the used set, never knock it-or you'll lessen the chances of selling the new set."

If the prospective buyer feels he can get a better price by selling the old TV set himself, the manual advises the dealer to agree and possibly even offer to place a classified ad in the local paper at the dealer's expense.

Five check points are recommended for reconditioning the used sets. The thorough cleaning and checking will prevent the "boomerang" reaction that can rebound on a dealer if the cus-

tomer is dissatisfied with a purchase. "Don't attempt to sell a 'junker' on this program," the manual advises. "When you satisfy the buyer of a used television set, it's a sure bet that in time he'll buy a new one from you.

The reconditioning recommended "can be made by a good service technician on a console model set in an average time of an hour and a half," according to the manual.

Many Markets. The booklet mentions that, even for the old seven or ten-inch sets, a minor market exists among TV service schools, vocational training schools, hobby groups, boy scouts, and charities and institutions. In dealing with non-commercial groups, it's often worth while to donate the sets for the good will that accrues, according to the manual.

In pricing the used sets for resale, the program urges the dealer to "re-cover the amount allowed on the trade-in and the actual cost of reconditioning rather than aim for a big profit by jacking up the price.'

The nine potential markets for the reconditioned, repriced TV sets are:

- Low income families who never owned a TV set.
- High and middle income groups who own a good set but are looking for a second set for a particular room, such as the den or children's playroom.
- · Newlyweds who can't afford to spend much on home "luxuries".
- · Young married couples with growing youngsters who don't want to invest in an expensive set until the children are past the "destructive" age.
- Transients who do not expect to remain in the community long but want to enjoy television.
- · Low rental apartments and housing projects.
- · Summer resort owners, motels and

Each set sold under the plan will have a 90-day guarantee.

Playhouse Package

To stimulate tape recorder sales, Webcor is marketing a "Playhouse Package," a kit for easy home production of a playlet.

The package contains individual scripts for the cast of a one act mystery and a 78 rpm phonograph record of cued sound effects. A family group or drama class can easily record their voices in real roles and with the background of professionally recorded sounds

The Webcor playhouse package is being distributed through the company's regular distributors and dealers at a suggested retail price of \$2.95.

DOUBLE YOUR CHRISTMAS-GIFT POTENTIAL **2** Portable **Power Tool Lines**

for all kinds of gift buyers

... all types of resale!

Here, from a single source, are two distinct lines of portable power tools. Together, they satisfy every consumer and resale need as to qual-

ity, price and discount.

The PET line will be backed with national advertising at full retail prices.
The SHOPMATE line fits

the promotional market.

The public has proved the huge demand for both types of merchandise.



This line represents the peak of quality . . . and at prices that give the public full value and the trade full profit. This brand's outstanding growth through the past eight years is your assurance of its salability and turnover.







PET Tools Include: No. 4111 4)
HP Grinder • No. 466 ½ HP Grinder
isc Sander • 7" Heavy Duty Disc San
isc Sander • No. 1540 Sander-Polishe
ill • No. 1401-24 ½ " Ball-Bearing E
No. 554 " and 46" RBL Bearing



This line is designed to meet the needs of those among the public who insist on buying promotional merchandise. As such, this line offers a wide new opportunity for those in the trade who may have, until now, passed up this profitable additional source of business.



SHOPMATE Tools include: No. 77-H ¼" No. 250 ¼" Drill • No. 277-H ¼" Drill • No. 320-6 II • No. 500 ½" Drill • No. 510 ½" Drill • No. 400 • No. 462 ¼ HP Grinder • No. 625L 6¼" Saw •

Backed with powerful advertising support in these magazines!





PORTABLE ELECTRIC TOOLS, INC. 320 W. 83rd St., Dept. EM-104, Chicago 20, III. In Canada: Portable Electric Tools, Ltd. 425 Birchmount Rd., Toronto 13, Ont.

Please send me material checked below:

☐ Catalog sheet on (state item).☐ Full-line folder Address

Zone

Visit us at NATIONAL HARDWARE SHOW Navy Pier, Chicago, Space 31



CBS-COLUMBIA parlays big screen color . . .



and low price black and white to . . .

Carve Out A Share of the TV Market

CBS-Columbia last month made its strongest bid yet for recognition as a major factor in the TV sales picture.

The firm made news by introducing three big screen color sets (priced from \$950 to \$1100) at the same time that it introduced four new low-priced models (starting at \$135).

Going after both ends of the market is obviously an ambitious undertaking for any company but it reflects CBS-Columbia's determination to capture "position" in the industry.

At its Chicago distributor convention, president Seymour Mintz staked out five percent of the black and white market this fall for his company. In color, he predicted that next year CBS-Columbia will sell 30,000 sets, or 15 percent of the estimated industry total.

To back up its bid, CBS-Columbia will spend \$2,000,000 dollars on advertising in radio, television and newspapers. The company will sponsor "Amos n' Andy" on CBS

radio and take a two-page, four color ad in Life magazine. An extensive factory saturation newspaper schedule in key cities, expanded radio and television spots, and full dealer cooperative schedules round out the campaign.

Color Sets. The three color sets using the CBS-Colortron 19-inch tube, will sell at \$950, \$1000 and \$1100. Mintz said about 25 percent of the company's Long Island City plant has been converted to color production and the color sets are being turned out at a rate of 100 a day.

In the black and white field, CBS-Columbia introduced a 17-inch table model, a 21-inch table model and two 21-inch console receivers.

The 17-inch set, selling at \$135, is claimed to be the lowest priced 41-megacycle receiver on the market. All of the new black and white sets, dubbed the "Century" series, have "sweep tuning," a dialing feature CBS-Columbia will promote as the "newest idea since color."



CBS-COLUMBIA PRESIDENT Seymour Mintz keynoted the Chicago convention with an outline of the company's fall battle plans.



"CBS_COLORLAND" was the theme as the color receivers were dramatically presented in a series of skits by professional actors. The three 19-inch color sets sell at \$950, \$1000, and \$1100 with a servicing charge of about \$175 a year.



PRODUCT SERVICE and engineering on color TV receivers were discussed by a panel of from left to right, Anthony Wright, vice president of engineering, David J. Hopkins, director of sales, and Harold J. Schulman, product service director.



EXCLUSIVE! New 17" wide-angle TV at only \$129.95 Emerson pioneering-engineering pays off again! At this low price—a full-powered chassis! A curved, wide-angle screen (see it from every angle)! And rich, all-wood cabinets—the most compact ever! Model 1060

Emerson's share-of-industry sales booms in '54!

Emerson'54 TV sales UP 50.2% Radio sales UP 47.9%

—proof again that Emerson is the fastest-growing

TV and radio manufacturer in the industry

Why? Only Emerson delivers all this:

- Exclusive models-the talk of the TV-Radio industry!
- · New and exclusive features that simplify your selling!
- Industry's lowest prices—with no sacrifice in quality!
- Complete line! Not just one or two 'token' sets, but a profitable business in every TV and radio category!
- Powerful advertising and promotional support!

No wonder, in eleven years since 1943, Emerson has grown over three times as fast as its nearest competitor.

Think! Do the lines you feature today give you the powerful advantages you enjoy with Emerson? If not—then isn't it time you hitched your wagon to Emerson—the industry's fastest-rising star?

EXCITING EXCLUSIVES EACH SPEARHEADING A COMPLETE FRANCHISE IN ITSELF!

all this and 3-D too...
(Dividend Dollars for Dealers)
offers final, convincing proof that
Emerson is truly the line
with the dealer in mind!



Over 15,000,000 satisfied owners prove Emerson is America's Best Buy! SALES PROVES IN UNITS 154 VERSUS 155 PRICES SLIGHTLY HIGHER SOUTH & WEST.





EXCLUSIVE! WORLD'S ONLY TRULY PORTABLE TV! So light, so compact you can take it with you, everywhere. Model 1030, \$150



EXCLUSIVE! 5 DECORIGHT FINISHES
IN 21" TV Only Emerson dealers
can match every customer's furniture—from \$179.961



EXCLUSIVE! TWO SPEAKER \$49.95
MI-FI! A complete hi-fi franchise
from \$49.95 to \$129.95 captures
this hot new phono market.



EXCLUSIVE! TWO-SPEAKER RADIO, \$29.95! Clock radios as low as \$24.95! Portables from \$19.95! Table models from \$14.95!



EXCLUSIVE! WORLD'S SMALLEST PERSONAL PORTABLE! Emerson "Pocket Radio" - another of many Emerson news-making ex-



EXCLUSIVE! MULTI-PURPOSE RADIO!
With "ear-phone" and "underpillow" attachments. Only Emerson dealers actually offer prospects three-radios-in-one!

Towards Quality Selling

Rheem-Wedgewood overhauls its sales distribution system in a move to help the "reliable, well-established, well-equipped" appliance dealer

A new franchising policy, iniated by Rheem-Wedgewood gas ranges, is aimed at putting the reliable, wellestablished appliance dealer in a key role.

Under the new system, Rheem-Wedgewood has already lopped off some 90 dealers who failed to qualify under the new standards. While this means a considerable immediate loss in revenue, the company is convinced it will make money in the long run with a qualitatively better sales team.

In announcing the new policy, Rheem-Wedgewood said successful merchandising in the long run can best be done by "dealers who offer good service, product promotion, and will stand behind their goods."

No Transhipping. To qualify for a new franchise, the merchant must subscribe to a definite standard of business conduct and ethics. For example, he must agree, under penalty of loss of franchise, not to tranship Rheem-Wedgewood products to unfranchised dealers.

•The dealer is also committed to active participation in the company's various sales promotions. He keeps a number of ranges on display in his store and advertises in local newspapers, radio and television.

Rheem reports that dealer response has been "so enthusiastic and so eager

that it is very apparent that they themselves have been wanting to bring about improvements in merchandising and methods."

Jim Graham, Rheem-Wedgwood sales director, emphasized that the company's selection of dealers is not

"Our standards are clear-cut," Graham said, "and if a dealer comes up to them he may qualify. The purpose and intent of the franchising policy is to create an environment in which the established and equipped dealer can survive and prosper. His fate is our fate."

Graham added that the dealer must have "an assured and adequate profit margin" to render the kind of service Rheem-Wedgewood wants.

Ad Campaign. The company, in turn, has set up a heavy advertising campaign to back up its franchised dealers. In addition to normal dealer aids, the company is sponsoring a weekly radio show over 25 CBS stations in western states called "Meet the Missus."

On television, Rheem-Wedgewood sponsors the Bill Stulla Parlor Party for 15 minutes daily in Southern California. Stulla and his TV personalities also appear in person and give a performance at three dealer showrooms a week.



"ECONOMY PAIR"—Bendix' new line of home laundry equipment includes the Fluff 'n Tumble dryer at left and Bendix agitator washer at right, representing the "Economy Pair." Dryer carries a suggested list price of \$189.95, washer is listed at \$199.95.

Tailored for the Market

That's what Avco Manufacturing Corp. calls its new line of Crosley Super V console television models and Bendix dryers and automatic washers

Encouraged by the success of the original "Super V" table model TV receiver, Crosley has extended the Super V concept to a new line of console models.

At the same time, Bendix has introduced a new line of laundry equipment, including a low-priced dryer and a third agitator washer. The line is highlighted by new styling.

And while showing the new Crosley and Bendix products to distributors, Avco vice president James D. Shouse, the firm's appliance chief, explained that the lines represent Avco's "market-tailored" strategy.

Vertical Chassis Consoles. The new Crosley console TV line starts with a 21-inch set at \$189.95, and makes use of an aluminized picture tube and new 90-degree deflection tube with 270 square inches of picture area. Five of the 21-inch consoles have vertical chassis, four have horizontal chassis.

Len Cramer, radio-TV manager of Crosley, explained that the new 17-inch Super V table models are eight pounds lighter than the original Super V introduced earlier. Cramer said the Super V had accounted for nearly 50 percent of the 17-inch table model business in its first two months on the retail market.

Starting with the \$139.95 Super V 17-inch table model, suggested list prices increase almost regularly every \$10 up to \$299.95, so that "every phase of the market is covered," according to Cramer.

Big Dryer Market. In showing the clothes dryer, with a suggested list price of \$189.95 (for the electric model), Bendix general sales manager J. L. Armstrong pointed out that Bendix is aiming at the "mass market of some 3,000,000 owners" of Bendix washers which are not the Duomatic models.

He said marketing history shows that a high percentage of washer owners buys the same brand dryer as their washer and "Bendix is going to make it easier for millions of Bendix washer owners to do so and also appeal strongly to millions of owners of other makes."

The third agitator washer model, a fully automatic unit, is priced midway between the Dialamatic with its suggested list price of \$179.95 and the Economat at \$229.95. Known as the WEA, the new agitator model has a suggested list price of \$199.95.

Shouse told distributors that needless price-cutting will cease to plague the appliance industry "only when its rightful leaders at the manufacturing and distributor levels regain the initiative in creative merchandising."

He asserted that the answer to needless dumping of appliances at distress prices lay in more realistic planning of product lines and marketing concepts by manufacturers. He said the new Crosley and Bendix lines were market-tailored to "bring realistic values to consumers while assuring dealers and distributors of the fair profit to which they are entitled."

Prize Display



WINNING window in the Mitchell Manufacturing Co.'s room air conditioner display contest was designed by dealer Sam Fern, Elizabeth, N. J., and distributor-salesman H. Weller of Mytelka & Rose, Inc., Newark. The two men will receive an all-expense paid air trip to Mexico City and Acapulco for 12 days.

A Deepfreeze that pays off for the Independent Appliance Dealer!

1 What product can you sell best?

Deepfreeze—As an established merchant you are really a purchasing agent for your customers. Because of your standing in the community you can sell them any product on which you yourself are sold—and which you are willing to back up. The independent dealer will find good reason to be sold and to stay sold on the Deepfreeze line!

2 What appliance trade name builds for the future?

Deepfreeze—Many of the so-called big volume dealers know only one way to sell—advertise specials and cut the price. This is not good. There is no loyalty to quality, no interest in serving the public. The Deepfreeze method of selective dealership lets you build for the future.

3 What manufacturer gives you help in selling?

Deepfreeze—So many distributors and manufacturers spend so much time selling you a deal that they have no time nor interest in helping you sell. A Deepfreeze dealership means that you get maximum sales help from expert, scheduled fieldmen.

4 What product protects your prospects?

Deepfreeze—Many dealers buy only "specials" from any line that comes along. So does the dealer up the street—around the corner—across the street. The customer is told nothing except the bargain price story—so she goes shopping to see if that is so. Deepfreeze protects you from these lost sales.

5 What product lets you do a selling job?

Deepfreeze is your best answer to discount selling—you know that you can sell this line without fear it will be sold down the street through a back door.

6 What line helps you side-step the discount rat race?

Deepfreeze—We have no desire to sell every dealer. Thousands of dealers have been with us for years. We value them—and have no desire to sell to their competitors anywhere in the neighborhood. With Deepfreeze you avoid competition on your own lines in your own community. We can help you sell at a greater profit at a reasonable investment.

7 What franchise do you want?

Deepfreeze—There is plenty of profitable room for the independent dealer to work with an independent manufacturer and an independent distributor. A Deepfreeze dealership is profitable—and it can be exclusive.

TODAY IS A WONDERFUL DAY TO START!

GET IT NOW!

Special Refrigerator Volume Jamboree!

Ask your Deepfreeze Distributor—or write us in North Chicago, Illinois, for the special Deepfreeze Refrigerator profit promotion for Fall. Be sure you get your share of the one million refrigerator sales to be made in the next 90 days! Deepfreeze shows you the profit way! Act now!



"MUST" READING

FOR THE INDEPENDENT APPLIANCE DEALER-

Deepfreeze HOME PAPPLIANCES

Makers of genuine Deepfreeze Home Freezers, Refrigerators, Electric Ranges, Room Air Conditioners and Water Heaters. Also sold by authorized dealers in Canada.

Get Your Free Copy Today!

Deepfreeze Home Appliances, Dept. EM-1054 North Chicago, Illinois

Please send me booklet, "A Message to the Independent Appliance Dealer."

Name

Street

City and State

MARKETING



ORDERS JUMPED when Hardware Products Co. of Sterling, III. took their dealers on a Mississippi boatride. The 146 dealers and their families enjoyed a seven-hour cruise while they viewed the new Crosley and Bendix lines.



"IT'S THE BEST meeting yet," Larry Kahl tells O. W. Small, left, vice president of Hardware Products Co. Kahl, a Crosley and Bendix dealer for 15 years, is accompanied by Mr. and Mrs. Don Berkbigler of Kahl's Appliances in Freeport, III.

Sold Down The River

Distributor shows dealers his new line while floating down the river—and orders jump 300 to 400 percent over previous showings

An Illinois distributor recently sold his dealers down the river. And they liked it.

The distributor was Hardware Products Co. of Sterling, Ill., and the river used was the Mississippi. Proof that the dealers loved it was the jump in dealer orders—300 percent in Bendix laundry equipment and 400 percent in Crosley television sets.

The idea for the Mississippi River boatride developed when president Larry Wheeler and general manager O. W. Small of Hardware Products were faced with the problem of introducing two new lines simultaneously.

The two executives were seeking a novel method of snaring the attention and interest of their dealers, and the one-day river cruise was appealing, despite the cost which included food and liquid refreshments.

The distributors decided on the seven-hour boatride and they hired the Avalon, a Mississippi steamer from Clinton, Iowa.

Despite a drenching early morning rain, 146 of the 150 dealerships were represented. Two missing dealers were ill, another was on vacation and only one was unaccounted for. The party of 493 persons included dealers and

their salesmen, prospective dealers, and their wives and children.

Hardware Products officials planned to make brief product presentations and sign up orders during later calls on the dealers. But it didn't work out that way. The dealer on the river trip wanted to place orders immediately.

Bendix laundry orders increased 300 percent over a previous open-house dealers' meeting and orders for Crosley TV sets climbed 400 percent.

"It was the best meeting yet," said one enthusiastic dealer from Freeport,

And in view of the excellent results, president Wheeler was inclined to agree.

New Product, Plan

Following the recent reorganization of Crescent Industries, Inc., a new advertising campaign is being launched to promote the firm's new line of products and new merchandising techniques.

Completely revised lines of phonographs and tape recorders will give dealers a new sales program and a national magazine and newspaper campaign will register the Crescent name with consumers.

A new merchandising display presents companion hi fi recorders and phonographs side by side while a continuous tape recording plays a sales message to customers.

Wire In Time On Time

Three more utilities offer financial help; Connecticut Light and Power underwrites all wiring while two others limit offers to specific installations

Three more utilities have announced provisions for taking the financial sting out of rewiring.

One of the firms (Connecticut Light and Power) will finance "any and all wiring required in a single phases system from the service weather head to the appliance connection."

The other utilities have limited their wiring allowances to that required for specific products. Pennsylvania Power & Light will finance wiring for electric ranges and water heaters while the Los Angeles Department of Water and Power has approved \$15 wiring allowances to help cover installation of electric dryers.

The Connecticut program is similar to that already in operation in many cities including Cincinnati, Peoria, Portland, Ore., and Phoenix. After credit has been approved, contractors do the necessary rewiring and

are reimbursed by the utility. The customer then pays back the utility over a period of months. No down payment is necessary and payments may be spread over 36 months (with a \$2 minimum). These payments will be included on the regular monthly bill.

The PP & L plan went into operation on September 15 and will run through December 31. It is similar to the Connecticut plan but is limited to wiring (and plumbing) necessary to hook up electric ranges and water heaters. Customers get three years to repay the utility with a minimum payment of \$1 a month.

The Los Angeles wiring allowance campaign on dryers runs from October 1 through the end of the year. The program is being widely promoted through newspaper advertising direct mail, displays and demonstrations



INTRODUCING the new Bendix line is H. J. Mitchell, manager of market development for Bendix. The presentation, made in the ship's ballroom, was as brief as possible so the dealers could enjoy the sightseeing, games and refreshments.

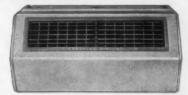
DHAIRS WAITERD

FOR ARTEMP ROOM AIR CONDITIONERS!



Feature the famous AIRTEMP name to get your full share of ever-increasing sales!

AIRTEMP OFFERS YOU A COMPLETE LINE—INCLUDING NEW MODEL FOR CASEMENT WINDOWS



Six different models to meet every need are available in the Chrysler Airtemp complete line of room air conditioners! In ½, ¾ and 1 H.P. sizes—reverse cycle models in ¾ and 1 H.P. sizes.

The power-full Chrysler Airtemp gives your customers these eight "extras"—

- 1. More Cool Air!
- 2. Super-Quiet Operation!
- 3. Temperature Sentry!
- 4. Flush Mounting!
- 5. Fingertip Air Selectors!
- 6. Exhausts Smoke and Cooking Odors!
- 7. Heat for Chilly Days!
- 8. 5-Year Compressor Warranty!

Casement window model gives you sales where others can't compete! Designed for quick, easy installation *inside* casement type windows. Installed like a screen—nothing projects outside to interfere with opening, closing or locking of window.



Comfort Zone



CHRYSLER AIRTEMP

AIR CONDITIONING FOR HOMES, BUSINESS, INDUSTRY

ELECTRICAL MERCHANDISING-OCTOBER, 1954

Why you should sell AIRTEMP

- the brand for "Weather Profits"!

1. You Sell a <u>Leader</u>!

Chrysler Airtemp is a name people know—and trust! They associate it with Chrysler engineering leadership—have complete confidence in it. Nationally and locally advertised. The name helps you sell!

2. You Deal with Specialists!

Chrysler Airtemp Room Air Conditioners are sold by a specialized organization devoted *exclusively* to this field. These specialists in room air conditioning are always ready to help with your sales program.

3. You Enjoy Franchise Protection!

Chrysler Airtemp Room Air Conditioners are sold only through franchised dealers. You have complete price protection! So fill in the coupon below to learn how you can become a profit-making Airtemp dealer.



to be prepared for Record Sales of room air conditioners

in 1955!

Zone___State

FOR DETAILS-MAIL COUPON TODAY!

EM-10-54

Room Air Conditioning Department Airtemp Division, Chrysler Cerporation 1600 Webster Street, Dayton, Ohio



Yes, we want to know more about the most profitable "dealer's deal" in Room Air Conditioning. Please rush complete details.

Name____

Address_

PAGE 189



PHYLLIS AVERY, Ray Milland's television wife on the McNutley show, draws the door prize winner at the showing of the 1955 General Electric radio and television line in Los Angeles. Jack Myers, sales counseller for GESCO-Los Angeles, supervises the selection.



LUCKY WINNER is Mrs. Elsie Whalen, of John C. Olsen Co., Los Angeles. V. W. Moritz, radio and TV sales manager for GESCO-Los Angeles, tells Mrs. Whalen her prize is a \$1000 G-E color television receiver as Phyllis Avery smiles approval. Five other winners received radios.

Hollywood Introduction

1500 Southern California General Electric dealers view 1955 radio-television line amid a spectacular Hollywood presentation

General Electric dealers of Southern California were introduced to the 1955 G-E radio and television line at a "Hollywood premiere" recently. The 1500 dealers and guests attended an elaborate "'55 Stars and Models" Show at the Carthay Circle Theater in

Los Angeles.

The "stars" included Ray Milland and Phyllis Avery, the Mr. and Mrs. McNutley of General Electric's radio and television show. The "models," the 1955 G-E radio and television lines, were introduced by Del Sharbutt, announcer on the Ray Milland Show. Don Wilson acted as master of ceremonies.

Arthur A. Brandt, manager of General Electric radio and television sales, told the rally that television is "a

growth industry unsurpassed by any other product in the electronics and appliance fields."

He predicted that as monochrome television sales decline, color TV sales will increase "so that the industry each year will enjoy a volume of about six or seven million units or more."

Brandt also noted that radio sales are estimated to be about 6,100,000 units in 1954, and will continue over six million in 1955 and 1956. He warned the dealers not to think of radio as a static or diminishing business, but rather as "alive, vigorous and profitable to all of us."

Brandt said, "During the first six months of this year, G-E distributor sales of radio receivers to dealers were in excess of sales for the first six months of 1953." He noted this was in spite of an overall industry decline of almost 30 percent during the period.

of almost 30 percent during the period. Hollywood starlets presented the 1955 line of radios and television sets while Leighton Noble and his band provided the musical background.



G-E's NEW LO-BOY can take it. During the Hollywood "premiere" a youngster aboard a tricycle crashes headlong into the distinctively different new set and the receiver comes through the demonstration unscathed.

Thor Campaign

Thor Corp. has launched a \$500,000 advertising campaign this fall to promote its three new washer products.

In late September, the company returned as a Life magazine advertiser after an absence of two years, according to Thomas R. Chadwick, general sales manager. The four-color ad is being followed up with other national magazine advertising and heavy trade publication advertising.

Record on Washers

Purchasers of Bendix automatic washers are getting a bonus—a 78 rpm record starring Arlene Francis.

Miss Francis urges owners to follow instructions carefully, explains the advantages of "all" detergent, and winds up with a pitch on a Bendix dryer.

Fryer Cook Book

"Electric Fryer-Cooker Recipes," edited by Julia Kiene, director of the Westinghouse home economics institute, has just been released.

The book contains 330 recipes and menus that show the homemaker how to get the most out of her cooker-free.

Proof in Use

Servel, Inc. has inaugurated a "Proof-In-Use" sales campaign which enables a customer to get a 30-day home trial, plus \$25 worth of free frozen foods, all for one dollar.

The offer, which continues through October, will apply to any Servel upright or chest-type electric home freezer, according to Neal E. Schuman, appliance division field sales manager.

Under the plan, the customer pays one dollar to the Servel appliance dealer and signs a simple agreement. The freezer is then installed in the home for 30 days and the customer receives a food plan coupon book good for a \$25 discount on \$100 worth of frozen food purchased at any store of his choice.

Ready Fall Campaign



ADVERTISING planned for the Chicago area this fall is inspected during a dealer open house sponsored by the Sampson Co., Chicago distributors for Capehart-Farnsworth. Inspecting the promotional material are, left to right, R. L. Sampson, executive vice-president and general manager of the distributorship, J. T. Caviezel, Capehart regional manager, Edward Denk, Sampson sales manager, and E. Hoy McConnell, Capehart sales promotion manager.

HEK GREAT N

Here's more proof that Bendix is better than ever...better than others!

It's the all-new . . . the improved . . . Bendix selling features . . . inside and out!

The only automatic washer completely restyled with a modern, streamlined cabinet!

The only washer with new Tip-Top Laundry Guide and Front-Row Controls . . . on top, up front where they belong!

The automatic with the only washing action proved 3 ways better-by atomic evidence and scientific tests!

The automatic with the only washing action Tumble-Action Washer. Packed with exclusive recommended by makers of "fabulous fabrics"!

No other automatic washer has so much to talk about! And Bendix is telling the world... with nationwide daytime and nighttime TV... with big, full-page, newsy ads like this!

BENDIX HOME APPLIANCE DIVISION

of AVCO Manufacturing Corporation

C EVIDENCE AND SCIENTIFIC TESTS PROVE NEW

CLEANER AND WHITER! Improved "Hi-Lift, Deep-Surge" Bendix Tumble-

2 MORE ECONOMICAL! Saves detergent—uses less water than other auto-

SAFER FOR ALL FABRICS! The only washing principle recommended by lead-"Fabulous Fabrics"! ing m

matics! Only 7 gallons to wash a full 9-lb. load! Action washes the cleanest ever!



SCIENTIFIC TESTS with highly

INSIDE AND OUT! NEW ... ALL NEW.

Yes, the streamlined, modern design is new. The handy Tip-Top Laundry Guide and Front-Row Control panel is new. But the big news is inside!

There's no other washing action like new Bendix "Hi-Lift, Deep-Surge" Tumble-Action! It lifts clothes bigber out of the water, plunges them deeper. Repeats this deep-washing action over 590 times in a 10-minute wash! Exposes all the fabrics to 20,000 hot, sudsy jets of water per minute!

Yet only the Bendix Tumble-Action'is so safe, it's recommended by leading makers of delicate new "Fabulous Fabrics"!

EXCLUSIVE MAGIC HEATER! Unlike other washers, the Bendix Tumble-Action never lets the

wash water cool off. (And you know—the hotter the water, the cleaner the clothes!) The exclusive Magic Heater keeps water extra bot during the entire washing cycle!

EXCLUSIVE TRIPLE RINSING WITH FLUSHAWAY DRAINING

WITH FLUSHAWAY DRAINING
Keeps clothes tumbling in one
flush and two deep rinses...removing every speck of suds and
soil possible! What's more—unlike other automatics, the Bendix
Tumble-Action traps and flushes
away the dirt as it rinses—so
dirty wash water can't strain back
through clothes!
Seeitg is believing! See the
new improved Bendix TumbleAction Automatic at your Bendix
dealer today — and see why it
washes 3 ways better!

O Monufacturing Corp., Cincinnati 25. Chia.

BENDIX HOME APPLIANCES, Div. AYCO Manufacturing Corp., Cincinnati 25, Ohio

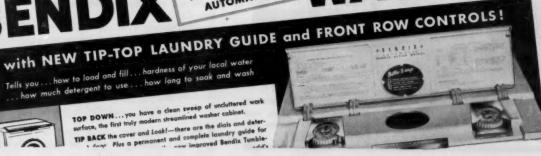
In Canada Bendix Automatic Laundry Appliances are man ufactured and distributed by Moffats Limited, Weston, Ontario.

TUMBLE-ACTION AUTOMATIC

Tells you . . . how to load and fill . . . hardness of your local water much detergent to use ... how long to sook and wash



TOP DOWN...you have a clean sweep of unduttered work surface, the first truly modern streamlined washer cabinet. TIP BACK the cover and Look!—there are the dials and deter-





It pays to push Cadillac —the cleaner that pulls in sales!

Actually, nobody pushes a Cadillac Quik-Vak-neither you nor the lady whose household cleaning jobs it handles with such amazing efficiency. You display it . . . demonstrate it . . . and SHE BUYS, because this dirt-hungry Cadillac canister offers every feature she wants for fast, thorough cleaning. Namely:

- . SWIVEL TOP
- . BEAUTIFUL 2-TONE GREEN FINISH
- DISPOSABLE DUST BAG
- "FLOATING BRUSH" FLOOR NOZZLE
- OVERSIZE MOTOR POWERFUL PICKUP
- . MOTOR MOUNTED IN RUBBER Reduces vibration and noise
- . NO-LEAK FILTER SYSTEM
 - E-Z ROLL DOLLY (Optional Equipment)



CLEMENTS MFG. CO. Dept. A., 6650 S. Narragansett Ave., Chicago 38, III.

For more than 44 years, sold only by reliable dealers and distributors.

Lau Runs a "Clinic"



"DOCTOR" T. I. Byrd, vice-president in charge of sales, examines sales representative Harold Gilbert of the E. J. Camos Co., St. Louis, Mo. Forty factory representatives, salesmen and executives attended the "Lau Fan Sales Clinic" in Dayton, Ohio, to see the 1955 line of fans.



CONGRATULATIONS are in order for Burt Sloane, right, Lau's New York representative who sold 12,000 fans during the fiscal year, topping all other salesmen and representatives. E. V. Sullivan, Lau sales manager, presents the special plaque.

White Christmas

This Christmas will be a White -a White Goods Christmas-if U. S. Steel has its way.

In a new approach to selling by a raw material producer, the steel company has organized a huge "Operation Snowflake" campaign to help its customers find markets for products made of steel.

Approximately 4500 appliance manufacturers, electric and gas companies, REA cooperatives and newspaper advertising managers have been asked to tie into the joint campaign which will use the common symbol of a snowflake and the slogan "Make it a White Christmas-give her a major

sented on the network television show, the U. S. Steel Hour. A two-page, four-color spread in the Saturday Evening Post and trade press advertisements will back up the television commercials. Special editorial mats and supplements will be available for local dealer advertising.

Stromberg-Carlson

The biggest ad campaign in its history is being launched by Strom-berg-Carlson to back its 1955 television and radio lines.

David S. Cook, advertising manager, said the campaign will be spearheaded by ads in 20 national magazines from September through Late in November, three "White December. Large space newspaper Christmas" messages will be pre- ads will run simultaneously.

With Magnavox you PROFIT from

The Only Fair-Traded Line

No other line gives you this profit protection

Magnavox is your only TV profit opportunity!

No other TV franchise offers you all these extra advantages:

- No price-cutting
- Protected Inventory Prices
- Magnavox Quality in Every Model
- Largest Mark-ups
- No Annual Line Mark-downs
- Fewer Dealers in Each Market
- More Step-up Sell-up Features

Famed Magnavox Quality TV priced as low as \$14950

It is not a stripped-down chassis, but has 41-mgc. amplifier, full transformer-powered, 20-tube, 16,000-volt chassis...plus a new concept in styling and top tuning!

TV STEP-UP VALUES



PLAYHOUSE 21"—Aluminized tube with Chromatic Optical Filter, 10-wath hi-fi amplifier, 12" plus 5" speakers coaxially mounted with sound diffusers, crossover network, phono jack, concealed casters. Mahogany, walnut, white ook. In mahogany...\$339.50

TOPPER 17"—Magna-tronic full transformer-powered chassis, 16,000 volts picture power, 19 tubes. New Top Tuning, new Omni-Directional Sound with top-mounted speaker. Mar-proof Magnatex cordovan.......\$149.50



PROVINCIAL 24"—19,000 volts picture power, 10 watts undistorted sound power, aluminized tube, Chromatic Optical Filter, reflection barrier; 12" and 5" hi-fi speakers coaxially mounted on inclined baffle; tone control, phono witch. Fruitwood....\$398.50







MAGNASONIC—4-speaker
AM-FM radio-phonograph, a
new high in high-fidelity. Two
12" hi-fi-speakers plus two 5"
high-frequency speakers,
mounted coaxially on inclined
baffle, Push-pull amplifer—20
watts undistorted output. Threespeed changer, Pianissimo
Pick-up, floating dual styli
Acoustical cabinet in mahogany.......\$279.50

PLAYFELLOW PORTABLE—Outperforms most consoles!
Two front-mounted, extended-range 6" speakers, special sound diffusers, powerful push-pull amplifier, superb acoustical balance. Precision 3-speed changer. All-wood acoustical cabinet. Marproof Magnatex in cordovan or blond. \$99.50



SYMPHONIC MODERN—
The ultimate in radio-phonograph high-fidelity. Two 12" low-frequency speakers in crossover filter network with high-frequency horn speaker. Precision AM-FM chassis. Three-speed changer, Pianissimo Pick-up with dual diamond-sapphire styli. Contemporary hand-rubbed acoustical cabinet, oak, cherry or mahogany\$595.00 (With tape recorder, \$745.)



And many more models with more step-up features

A FEW MAGNAVOX FRANCHISES

are still available for dealers who can qualify for this profitable opportunity. If you want to *make money* selling high-fidelity television and radio-phonographs, write or call The Magnavox Company, Fort Wayne 4, Indiana.

THE INDUSTRY'S OUTSTANDING SALES VALUE

BETTER SIGHT BETTER SOUND BETTER BUY

Magnavox
high-fidelity television-radio-phonograph



TEL-A-FABRIC LIGHTS and "all-fabric" dial on the new Kelvinator washer are pointed out by Charles J. Coward, former merchandising manager for the firm, to Martha Ferris of "Better Living" magazine.

New Laundry Line Seen

Kelvinator introduces its all-new washer and dryer and announces plans for staggered showings of other appliances this fall

At the showing of its all-new automatic washer and dryer recently, Kelvinator announced it would hold staggered introductions of the other items in its line throughout the fall.

The new staggered showings will gain greater publicity for each item and give distributors and dealers an opportunity to absorb the sales features of each individual appliance, according to Kelvinator officials.

The new washer features two complete washing cycles to insure proper handling of today's modern synthetic

For Fine Fabrics. H. L. Travis, manager of retail distribution and laundry products, said "Research has shown that the increasingly popular man-made fibers like dacron and nylon require more than just a shorter washing time for proper laundering. They require less water, and gentler handling, especially when they are wet and most susceptible to damage."

Travis said that the new fine fabrics washing cycle incorporates variations from the regular cycle every step of the way, insuring gentler handling. The shorter cycle can also be used for small loads and will result in important savings in water, soap and time, according to Travis.

Two new lighting features are also incorporated in the washer. A fluorescent light across the full width of the washer gives the user adequate light for sorting laundry by color and fabric. "Tel-a-Fabric" signal lights on the machine's panel show clearly which of the two washing cycles has been selected.

Both washing cycles are controlled by a single "all-fabric" dial. A separate temperature control permits the selection of hot or warm water for either cycle.

Two Cycles. The regular cycle, recommended for cottons, linens and family wash, takes 34 minutes and uses about 30 gallons of water. The fine fabric cycle, for woolens, rayons and small loads, takes only 18 minutes and uses 17 gallons of water and about half as much soap as the regular cycle.

Travis noted that with the ease of modern automatic laundrying, housewives are washing small batches of clothing several times a week rather than once a week.

The matching dryer features a low safe heat and high air velocity for drying even the most delicate fabrics. A bell signal tells when the dryer has completed its cycle.

Suggested retail price on the dryer is \$239.95 and the washer will market for \$319.95.

Waring Fair Trades

Waring Products Corp., a subsidiary of Claude Neon, Inc., will fair trade its new copper and brass base Blendors, according to J. P. Mc-Ilhenny, vice president.

Under the fair trade agreement, the dealer is prohibited from advertising and selling the items at less than the established minimum price of \$47.50. The agreement also prohibits giving coupons, making refunds, giving trade-in allowances or making other price-wrecking concessions.

To control distribution of the

To control distribution of the Blendors, Waring will ship directly to the dealers and by-pass the distributors' inventories. The distributors will receive billing credit for units sold in their territory, however.

sold in their territory, however.

The Waring field staff will select the dealers to be used and exclusive gift and department stores will be favored.

Boom In the Laundry

Backing up manufacturers' optimistic predictions for fall business, home laundry sales move ahead and production stays ahead of comparable 1953 period

The optimism apparent at the summer meeting of the American Home Laundry Mfrs. Assn. was apparently well-founded. By mid-September several washer makers had announced plans for upping production and production figures for July showed both washers and dryers running ahead of comparable periods last year.

At the summer meeting on Mackinac Island AHLMA president W. Homer Reeve reported that association members almost unanimously anticipated better business in the last half of 1954 than in the same period of 1953. Reeve added that he did not think "all this confidence is out of line. Our members know what they are talking about." (See "Blue Sky at Mackinac," EM, September, page 204.)

Specific evidence that individual manufacturers had correctly anticipated fall business was not hard to find last month.

Three Cases. Thor Corp. announced that it would double production to meet orders received on a recent swing around the country by company executives. General sales manager Thomas R. Chadwick said that the entire factory output had been oversold, the first time in 12 months that this has happened. To capitalize on this start Thor is embarking on the most extensive advertising and sales promotion program in recent years.

Early this month Whirlpool Corp. will begin producing automatic wash-

ers at its Clyde, Ohio, plant to supplement existing production at St. Joseph, Mich. The new production schedule also calls for expanded production of dryers at St. Joseph and was necessitated by increased sales of both washers and dryers, according to Elisha Gray II, Whirlpool president. The Clyde plant was purchased early this year from Bendix and up to now has been used for wringer washer and ironer output.

Third success story to be reported last month was told by Parker Ericksen, Avco vice-president and general manager for Crosley and Bendix appliances during a press conference in Atlanta. In the South for introduction of the firm's Bendix laundry line and Crosley TV sets, Ericksen said that dealer ordering was currently the heaviest in "recent months". He cited laundry sales as an example, pointing out that August automatic washer business this year was 74 percent ahead of August of 1953 and that dryers up 131 percent.

The Figures. AHLMA monthly statistics tend to confirm these optimistic reports. July production of washers was near the 243,000 mark, six percent ahead of the same month last year and better than any July since 1950. Seven month totals were only seven percent off last year's pace.

Drver production in July shot up sharply over June, with 40,000 units being produced as compared with only 33,000 in July of 1953.

Bell's Barter



OLD-FASHIONED bartering was revived in Kentucky when Harold Greenberg, left, president of Bell Furniture Co., swapped one Hotpoint air conditioner for 25 Kentucky hams. Greenberg, who sold 230 air conditioners in 10 days during July, is now considering a Hotpoint refrigerator promotion. He'll give away one country ham with each refrigerator.

LOVE. The American Weekly serves this basic human enthusiasm with another of the most moving stories of our time. Married in a Communist prison, John Hvasta, now free, fights for his wife's release from Red captivity.

BETTER COOKING. Shishkebab out of a can? This wonderful 4-color spread shows how simple it is to provide foods that are different—and delicious. It's another way The American Weekly caters to enthusiasm for better living.



ENTHUSIASM moves people...moves products

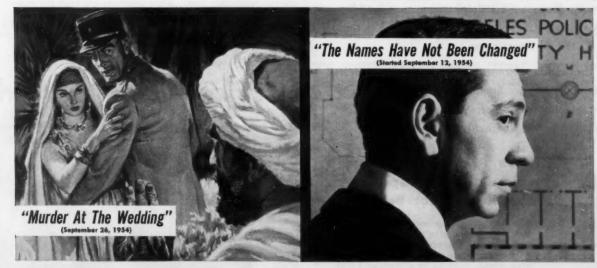
The superior value of The American Weekly lies in an editorial understanding and philosophy which says: be modern, dramatic, serviceable, entertaining—and more, meet the enthusiasms of the American family.

Enthusiasm is contagious, carries over from the editorial to the advertising pages. This, plus circulation bigness and low cost, is the key to The American Weekly's consistent effectiveness.

AMERICAN WEEKLY

63 Vesey Street, New York 7, N.Y.

Beamed to the Enthusiasms of the American Family



ADVENTURE. Everyone's enthusiastic for faraway places—and excitement. Ellery Queen, master of mystery, takes readers to Morocco with another of his true adventure-crime stories written especially for The American Weekly.

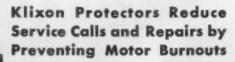
ENTERTAINMENT. Who isn't intrigued by celebrities? Especially those who start life at the bottom of the ladder, and reach the top. Jack Webb, star of Dragnet, is profiled in a great series by Maurice Zolotow.

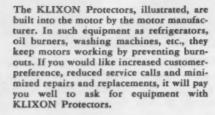


Manager of Large **Electric Motor Shop Praises KLIXON Protectors**

PHILADELPHIA, PA.: Mr. Joe Previty, well known for his activities in NISA and Manager of Penn Electric Motor Company, largest Philadelphia motor rebuilder and distributor of electric motors and supplies, has this to say about KLIXON Protectors:

"Out of the thousands of motors repaired by us each year, those equipped with Spencer Klixon Protectors require minor mechanical repairs only as Klixon Protectors provide protection against burnout."





METALS & CONTROLS CORPORATION SPENCER THERMOSTAT DIVISION 2510 FOREST STREET, ATTLEBORO, MASS.



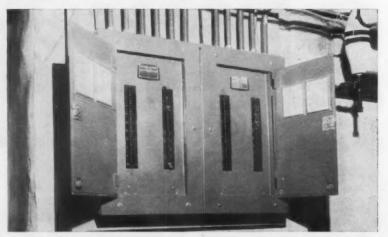
IN THE HOUSE: This is the living room of Light's Diamond Jubilee Farm, the nation's most completely electrified farm according to its sponsors, "Farm Journal" magazine and Pennsylvania Power & Light Co. The farm house itself was completely redecorated and relighted and over 30 appliances were installed for the convenience and comfort of owner John Stamy and his family.

Down On The Farm



IN THE BARN: This shop with its electric power tools and arc welder is only one of the "productive areas" where electricity has been put to work for Stamy. A virtually automatic, electrically-operated feed grinding and mixing center has been installed as has been a modern milk handling system which includes a 1000 gallon stainless steel bulk holding tank where electrical refrigeration cools the milk to 45 degrees in less than 15 minutes.

Electricity Goes to Work



SYMBOL OF ELECTRIFICATION: There are 54 active electrical circuits in the home alone (plus room for six more on this panel). Over five miles of wire and one mile of conduit were used on the farm which has 160 lighting outlets, over 60 electric motors and a dozen electrical heating applications. Total connected load







There's still time!



Win a 17-day
Caribbean Cruise with
all expenses paid!



Contest closes December 31st! Boat sails February 24th! Don't miss it!

Any G-E Clock dealer can win—and the prizes are cruises to the Caribbean and South America for winning G-E Clock dealers and wives via the Furness Line's luxury liner, "Ocean Monarch."

And on the day of the cruise, winners assemble at the Waldorf, New York's most glamorous hotel, for cocktails and dinner on the Starlight Roof! Best of all—it's all free—from home town and back again!

But time is moving on as fast as G-E Clocks are moving off dealers' shelves! So hurry! Mail in this coupon now for Uniform Entry Blank and contest rules!

Remember—17 lovely Caribbean days and nights in St. Thomas Island, Curaçao, Cartagena, Cristobal, Havana and Nassau! Plus an unforgettable Bon Voyage Party at the Waldorf! The General Electric Company, Small Appliance Division, Bridgeport 2, Connecticut.



General Electric Company (Small Appliance Division)
Clock Department
Bridgeport 2, Conn.

Please enter me in your G-E Clock Cruise Contest and send me full particulars immediately!

IT'S EASY TO ENTER!
MAIL THIS COUPON
TODAY FOR YOUR
ENTRY BLANK!

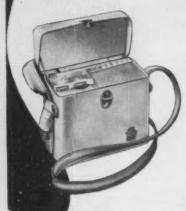
HURRY!

G-E Clock dealership	
Dealer's name	
Street	
City	State
Distributor's name	City

GENERAL ELECTRIC

2 new Revere

Sensational Money-makers!

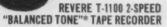


REVERE "400" 3-WAY PORTABLE RADIO

Exclusive Features

For AC., D.C. or battery operation. Self-contain weatherproof, top grain cowhide "Camera Style" case. Unique dual purpose carrying strap plugs into any outlet for power operation. Snaps into receptacle for battery operation. 6½ x 5¾ inches. Weight 4¾ lbs. Output for Ear phone and recorder.

\$4450 less batteries



Single knob control: 3 3/4 and 7 1/2 speeds; dual acoustically matched speakers; 2 hour play on 7" reel. Complete with microphone carrying case ... \$15950

TR-1200—Same as above with radio \$209.50

*PATENTED-A REVERE EXCLUSIVE

Sold only through Revere Franchised dealers.



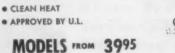
PLEASE NOTE:

See August issue of Electrical Merchandising for special bonus plan ad



5 YEAR **PROTECTION** PLAN

- THERMOSTATICALLY CONTROLLED
- . NO FIRE OR EXPLOSIVE HAZARD
- · QUIET, SAFE, PENETRATING
- . DEPENDABLE



ABSOLUTELY SAFE

THE GLASS IN ALL ELECTROMAID GLASS HEATERS IS MADE OF HEAVY AND HIGHLY TEMPERED GLASS, ALMOST UNBREAKABLE, ASSURING SAFETY AND LONGER LIFE. IDEAL FOR ANY ROOM THAT NEEDS ADDITIONAL HEAT. THE ELECTROMAID PORTABLE GLASS HEATER IS THE SAFEST EVER BUILT, TESTED AND APPROVED BY UNDERWRITERS' LABORATORIES.

ACCEPT NO SUBSTITUTES—THERE IS ONLY ONE ELECTROMAID HEATER. NATIONALLY KNOWN AND DISTRIBUTED FROM COAST-TO-COAST, SERVING AMERICA FOR OVER 20 YEARS.

ELECTROMAID CORP., P.O. Box 30, Chazy, N. Y.

Sold only through legitimate electrical wholesalers. Please contact us for name of your local distributor. Write us for catalogue showing plete line of radiant glass and convection heaters.

Bermuda Bound



CONGRATULATIONS are in order for Mrs. Ann Lawlor, a second place winner in the Fedders jingle contest. Before leaving on a two-week trip to Bermuda, the lucky Lawlors shake hands with G. Worthington Hipple, Fedders district sales manager. Mrs. Lawlor got her entry blank from Mr. Kelley, left. Beside Mrs. Lawlor are Mr. Lawlor and Henry White of Sampson Distributing Co.

Schick Promotion

In a concerted effort to match the record-breaking sales of the first half of 1954, when sales jumped 17 percent over the same period last year, Schick is wading into an intensive fall ad campaign.

Two network television programs, 17 national magazine ads and a striking new counter display spark the

In addition to the Jackie Gleason show, which Schick sponsored last year, the company has picked up the tab for the National League professional football telecasts over a 100station network.

Richard S. Douglas, advertising and sales promotion manager, said the pro-football games would furnish a perfect audience for our product"; the games run through the fall and Christmas selling season.

A musical theme is used in the 17 full-color pages of magazine ads and the headlines include: "I'm Shaving on Top of the World," "The Best Shaves in Life Are These" and "Some

Enchanted Morning."
Close to half a million dollars will be spent on newspaper ads to back up the campaign at the dealer level. A new plastic "mystery" counter display and other point-of-sales aids round out

Huffman Plan

Huffman Manufacturing Co. has outlined its new discount and promotion plan to its distributors and dealers.

A five percent futures discount will be offered to Huffy key dealers who place orders before January 31st. This extra discount is given on quantities factory-shipped direct to dealers, with freight paid from Dayton.

The dealers are given their choice of three electric rotaries, six gas rotaries, two new reel mowers, and the new Huffy lawn sweeper.

Magazine advertising will promote the new Huffy line of mowers in Parade, Sunset, the Saturday Evening Post and other leading home and garden magazines.

A recording, made by sports-caster Bill Stern, is also available for use by Huffy dealers.

To Double Dealers

Reo Motors' lawn mower division hopes to double its list of "Gold Crown" dealers during the coming

Sales representatives attending the division's annual sales meeting in Lansing were told that this accomplishment was the "primary goal" for 1955. A "gold crown" dealer is one who participates fully in Reo's merchandising program and thus becomes eligible for seven specific benefits.

Sam Briggs, vice-president in charge of the Reo Division, told the group that Reo had maintained its position as the nation's largest producer of power lawn mowers for eight consecutive years and said that the com-pany had "captured a full third of all power mower business going through wholesalers.

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Briggs told the group that Reo's business had increased in the past 12 months but that the industry as a whole remained at approximately the same level-\$160 million per year at consumer prices.

The 1955 line incorporates more

changes than ever attempted in a single year, the representatives were told. The company will feature 15 different models in two separate lines.

FREEZERS

Today's Top Money-Maker in "Growth Appliances"



BEN-HUR America's Finest FREEZERS

"Growth Appliances", the newer home appliances with LOW MARKET SATURATION, provide your best means to profit-building in the hard-selling year ahead! And of all these "Growth Appliances, freezers—BEN-HUR FREEZERS—can be your top money-makers!

Here's why! BEN-HUR Freezers provide higher net profit — with few if any trade-ins. Every family can benefit by using a freezer — and only about 12% own one. Homemakers know the advantages of "frozen food living"— and are pre-sold by BEN-HUR'S National Advertising, and by the enthusiastic recommendation of friends and neighbors. You need not stock slow-moving, high-saturation tie-in products, because BEN-HUR makes only ONE line —

freezers — and makes them so well you can sell them with complete satisfaction. Not at all seasonal, BEN-HUR Freezers sell all year 'round aided by a powerful array of Merchandising Helps and a steady barrage of Dealer Promotional Ideas.

STAY INDEPENDENT

... For Bigger Sales in '54

Tie up with the manufacturer whose sole effort in design, engineering, and production is focussed on delivering better freezers — no other unrelated or tie-in lines!

Write for the profitable Ben-Hur Dealer Franchise story. It's today's fastest profit-maker.

BEN-HUR FREEZERS

BEN-HUR MFG., CO.

Dept. EM, 634 E. Keefe Ave., Milwaukee 12, Wis.



CB-H M. CO.

A COMPLETE Line ...
A Freezer Size for Every Home
1954 BEN-HUR
AMERICA'S FINEST FREEZERS



BEN-HUR 20 cu. ft. Model 2054. Holds up to 1000 lbs. frozen food.



BEN-HUR 16.8 cu. ft. Model 1754. Holds up to 840 lbs. frozen food.



BEN-HUR 13.2 cu. ft. Model 1354. Holds up to 660 lbs. frozen food.



BEN-HUR 9 cu. ft. Model 954. Holds up to 450 lbs. frozen food.



BEN-HUR 18 cu. ft. Upright Model U-5418 Holds up to 630 lbs. frozen food



BEN-HUR "Handy 4" Model U-534 4.2 cu. ft. Holds up to 150 lbs.

MANUFACTURERS

Pruning the Line

Thor Corp., which last year added non-laundry products for the first time, reverses itself and drops output of these items to concentrate on laundry lines.

Thor Corp., which some time ago began branching out its product lines, last month changed its mind and began pruning out all non-laundry equipment.

Henry C. Buckingham, president of Thor, said that discontinuance of built-in ranges, refrigerators and freezers was decided on to allow Thor to "concentrate its entire sales and promotion efforts on its new laundry appliances." Advertising and promotion funds earmarked for these non-laundry lines will now be used in promoting laundry products.

It was early in 1953 that Thor pur-chased Leeson Steel Products and began producing built-in electric ranges under the Thor name. (Thor also continued to build Presteline ranges distributed by George T. Stevens & Associates. In April of 1953 the company completed its product additions by introducing refrigerators and freezers and resuming production of its Gladiron.

The company was actually ex-tremely cautious in moving into the non-laundry market and distributors were told that they would not have to handle the refrigerator and freezer. All distributors were expected to handle the built-in range, the late John Hurley, then president of Thor said, but he added that Thor's relationship with distributors would be governed by the job they did on laundry equipment.

Thor had two reasons for adding non-laundry products, Hurley said.

First, some distributors did not then have a refrigerator or freezer line and would be able to carry the Thor version of these products. In addition, the fuller line could be handled easily by Thor factory branches and would also be of considerable help in selling

The Norge division of Borg-Warner has now purchased the tools, dies, jigs and fixtures of the Leeson Steel Products division of Thor and will take over the production of built-in ranges.

Production of the new Norge line and the Prestline series will continue for the time being at the Thor Bloomington, Ind., plant under Norge super-

Stoddard Starts

Stoddard Industries, Inc., has been organized to produce the electro-static filters for air conditioners in-troduced nationally this year by Hot-

Ford Stoddard is president of the new corporation and brothers Robert, Craig, and John are vice president, treasurer and secretary respectively.

Main office and plant are in Chicago but the company also has manufacturing facilities at Cudahy and Antigo, Wis. The company will in-crease production of the "Dust-Mag-net," trade name of the new staticactuated filter.

Landers Buys Dazey



PURCHASE of Dazey Corp., St. Louis, by Landers, Frary & Clark for \$1,500,000 is concluded by Bret C. Neece, right, president of Landers, and William E. Gundelfinger, president of Dazey, Landers manufactures small electrical appliances and Dazey makes non-electrical kitchen products.

Plant Closed

Magic Chef Inc. is closing its 61 year old plant at Lorain, Ohio.

All consumer appliances will be consolidated under one roof in the St. Louis plant, where Magic Chef now produces gas and electric ranges, gas incinerators and room air conditioners. Commercial equipment production will continue at the Cleveland, Ohio, division.

The Lorain plant has been producing the company's gas and oil space heaters and oil cook stoves.

In announcing the move, George P. Eichelsbach, Jr., vice president in charge of manufacturing, said the board of directors made the decision in the interest of over-all manufacturing efficiency

The shift will not be completed until later this year to accommodate fall heater shipments to customers.

Schick Suits

Schick Inc. will back up its fair-trading with legal action, according to Orville A. Petty, general sales man-

'Reported violations of the Fair Trade Laws in the sale of Schick electric shavers in various parts of the country have been under investigation

for some time, and lawsuits are on the way," Petty said.
"Although relatively few dealers, mostly so-called discount houses, are cutting our established Fair Trade prices, they tend to create a situa-tion which could cause serious hardship to a great majority of Schick dealers loyal to the principles of Fair Trade. We must and we will remedy this situation wherever we find it."

Petty said that "litigation is as distasteful to us as it is to the next fellow. But if a retailer persists in his viola-tions . . . he is asking for a lawsuit."

Sessions Division

Sessions Clock Co. has established a new industrial products division consolidating all former sales activities for clock radio timers, clock movements and industrial timing motors.

Vernon A. Lee, former manager of the clock timer sales division, has been named manager of the new division. Harlan L. Reycroft has been appointed field sales manager.

Seasonal Study

It's always hard to tell what a women may be thinking about but a recent study by Family Circle in-dicates that marketing men may have been misunderstanding the ladies even

more than you might expect.

The new study shows that women begin thinking about seasons (and fall and spring in particular) far in advance of the actual arrival date of that particular period. Yet at the very time the women are thus thinking about spring and fall (in January and in July and August) consumer advertising shows sharp declines.

Family Circle says the data in the study can be used to:

1) help advertisers of seasonal products to take advantage of these seasons. 2) help advertisers of non-seasonal

products maintain their brand preference pressure in support of their

volume, and
3) help the manufacturer sharpen
the seasonal theme of his through-the-

year advertising.

The four seasons begin occurring to women in about this sequence:

Season starts Calendar to dominate date of in women's season: minds: December 21 Winter November 15

Spring January 13 March 21 Summer June 2 June 21 September 7 September 21

Millionth Transistor



CHARLES F. ADAMS, president of Raytheon Manufacturing Co. (left), presents the millionth transistor produced by Raytheon to Gov. Christian A. Herter of Massachusetts. Now used largely in hearing aids, transistors are expected to become standard equipment in radios and TV

HOTTEST TRAFFIC-BUILDER SETS SIZZLING PACE FOR MOTOROLA FALL DRIVE!

99¢ BURNS & ALLEN TV COFFEE SERVERS

make sensational premium offer...and pay dealers a profit just for handling them!

Giant 8-Page Ad Section in Coronet Spearheads Promotion;
Premium Featured Week After Week on Burns & Allen TV Show1

- Genuine Pyrex 2-Cup Coffee Servers, regular \$3.00 value!
- Deluxe styling . . . insulated wrappings—cork stoppers heat-resistant plastic coasters!
- Dealer cost only 90c a pair . . .allows profit for handling!
- Tested traffic-pulling power at 99c a pair retail!
- Boosted by Burns & Allen on coast-to-coast CBS-TV show!
- WHILE THEY LAST! Still time to tie in. Call your Motorola distributor now!

Promotion Tie-ins Pack Terrific Retail Wallop!







Factory-Mailed At Low Cost



Hard-Sell Co-op



Eye-Stopper Displays Feature Burns & Allen

Better See

Motorola TV

WORLD'S LARGEST EXCLUSIVE ELECTRONICS MANUFACTURER





WEBB MANUFACTURING CO., 2918 N. 4th St., I Send Slingabout or Wrapabout prices for Model #_		
Make	Refrigerator Range	
Address Check Appliance	Radio TV Air Conditioner	
CityState	(please specify)	

Plant Dedication



GOVERNOR C. ELMER ANDERSON of Minnesota helps Centennial Queen Shirley Rue cut the ribbon at the opening of the new \$200,000 Webcor assembly plant in New Ulm, Minn. At the left is R. F. Blash, Webcor chairman, and on the right is Norman C. Owen, president.

Small Conditioners

Window-type room air conditioners seem to be gaining favor over large central cooling systems, according to a recent survey by Frigidaire.

W. F. Switzer, air conditioning sales manager, said the survey revealed that 38 percent of Frigidaire users interviewed have more than one unit in their home. Almost 30 percent of these users live in homes valued at less than \$15,000.

Forty percent of the owners who have only one unit indicated they were planning to purchase additional air conditioners in the future. And among those who already have more than one unit, 35 percent said they want one or two additional units.

Economy seemed to be the chief advantage of the room unit, according to Switzer. The small unit allows the homeowner to "zone-cool" his house by operating only the unit in the room being occupied and he can add units as he is financially able to afford them.

Second Set Survey

In a recent survey of more than 1200 TV families in Los Angeles, nearly 50 percent expressed plans to buy a second television receiver.

The biggest majority, 77 percent, plan to buy "sometime in 1955." Six percent said they planned to buy this fall and five percent planned a winter purchase.

The survey, completed for Admiral Corp. by Woodbury College, also asked why the families wanted a second set. The prime inducement for 24 per cent would be the convenience of having a set in another room where children could watch TV when guests were present.

The conflict between children and adult programs influenced another 37 percent and 32 percent wanted a second set to get a larger screen. Only one third of the families polled had 21-inch sets.

Of the 861 families who answered the question about the location of a second set in the home, nearly 43 percent said they would put it in the den, and 23 percent indicated the set would go in a bedroom. In 16 percent of the homes, it would go in the children's room.

S-W Rotiss-O-Mat

Stewart-Warner Corp. has assumed responsibility for the sales and servicing as well as the production of the Model 50 "Rotiss-O-Mat" home broiler. Stewart-Warner has been producing the unit since the first of the year in its Stewart Die Casting division plant in Bridgeport.

Stewart-Warner will market the unit through the same channels served by Rotiss-O-Mat Corp. (A petition in involuntary bankruptcy was filed against the latter firm on September 3.) S-W officials pointed out that all manufacturing facilities, components and inventory of the Model 50 are the property of Stewart-Warner Corp.

New Necchi



LEON JOLSON, left, head of Necchi Sewing Machine Sales Corp., is given an advance showing of a 1956 machine by Vitorrio Necchi, inventor of the zig zag sewing machine, at the Necchi plant in Italy.

	0	RADIO CONTINUITY
	1 5	ENN MOTOR COMPANY SAMEMAN JOHN C.
1000	The second second	ENN MOTOR COMPANY SALEMAN JOHN C. V.B.
16018	INSTRUCTIONS	
	SOUND:	DRUM BEATS
	1	UP AND UNDER
	ANNCR:	
	4	a boat and row up the river Hitch hike
ALBERT GLENN	• SOUND:	OUT
	7 ANNCR:	But get up to Satsop because ALBERT GLENN is rolling again -
1. 1. 1. 1. 1.	8 Annon:	
	•	now - today! Now's the time for the best deal on America's
	10	most popular home freezer - the International Harvester. Last
	11	year ALBERT GLENN at THE GLENN MOTOR COMPANY on the Highway at
	12	Satsop made so many good deals for Grays Harbor people that the
	13	International Harwester Company sent him and Mrs. Glenn to
7 7 19 19 19 19 19	15	Bermuda as their top dealer in the entire United States. Now
11 11 11 11 11	16	GIENN is rolling again - and you can't afford to miss these
17.00	17	sensational deals. Don't wait. Don't hesitate. Go by bus,
	18	shank's mare or helicopter to ALBERT GLENN at the GLENN MOTOR
	19	COMPANY - on the Highway at Satsopi
	BATE 1	TIME ANN. DATE TIME ANN. DATE TIME ANN.
Control of		0.00
1.3 (1.3)	500	belule
	20	

HERE'S HOW a man ran his sales 2144% above quota ... the highest of any such dealer in the U.S.

Albert Glenn, the International Harvester refrigeration dealer in Satsop, Washington, did it by putting 97% of his advertising budget into Radio . . . using commercials like the one above. It happens all the time with Radio. It can happen to you. We'll be glad to make the complete radio case history of this firm and other similar advertisers available to you without charge or obligation. Just mail the attached coupon. Write right now.

Here are the facts on your market: More than 98% of the homes in your market have and listen to Radio • new radio sets are purchased by families in your market at the rate of one set every 3 seconds • only Radio reaches your best customers, the housewives, while they're working in the kitchen—the place where your sales story has its greatest "point-of-use" impact • your dollar (as an average in all markets) reaches . . . 1,012 listeners on Radio . . . 391 viewers on TV . . . 327 readers in Magazines . . . 213 readers in Newspapers.

В	Broadcast Advertising Bureau, Inc. Dept. EM, 270 Park Avenue, New York 17, N. Y
Principle Services in the service of	Please send me your free radio case histories.
^	Name of individual
H	Name of Company
	Address

BROADCAST ADVERTISING BUREAU, INC. the service organization of the radio industry devoted exclusively to the promotion and sale of Radio as an



 $\textbf{TWIN-MIX} \ \, \text{adaptor kit is demonstrated for president Morris L. Goldman, left, by Kenneth Dodge, executive vice president of P & G Supply. }$

Plumbing Problems Whipped

A small company solves the problem of installing automatic washers without plumbing—and creates a million-dollar-a-year business for itself

Appliance dealers are selling 100,-000 automatic washers a year that they might not be selling if it weren't for a small, fast-growing company in Bronx, N. Y.

The firm is P & G Supply Co. and the key product in its steadily-expanding line is a "twin mix" adaptor kit that permits the installation of automatic washers without special plumbing. This simple kit has meant new sales for washer dealers—and a million-dollar-a-year business for P & G

Supply.

Two Veterans. The company was started in 1946 by two veterans as a supply house for rubber hose and tubing. The suppliers soon discovered a demand for hosing to connect automatic washers in buildings where the owner refused to alter existing plumbing. Appliance dealers, too, were interested in a simple, mobile installation that could be used for floor demonstrations of automatic washers.

Morris L. Goldman, the president (and the "G" of P & G), developed a Y-shaped hose to attach to the hot and cold intake valves on the washer. With this hose connected to a regular mixer faucet, simple installation of a mobile automatic washer was possible.

The Y-hose proved so popular that Goldman went to work trying to simplify it. He discovered that the intake valves on almost all brands of washers are made by the same company. Therefore, the intake holes are equally spaced and the same size on all machines.

Simple Solution. The logical solution seemed to be a simple, metal, F-shaped coupling to convert the two intake openings into one. Goldman went to a brass company with his plans and they agreed to produce the item if Goldman would put up \$10,-

000 for re-tooling and basic molds.

"The item had never been tried," Goldman says, "but I had faith in it. I put up the money . . . and then the plant promptly went on a 17-week strike.

"That really had me worried," Goldman recalls, "I didn't know how long the strike would last. I was sure someone else would start turning it out before we could."

But Goldman's fears were unfounded. The coupling, which was dubbed the "twin mix," reached the market and today P & G sells almost 150,000 "twin mixes" a year.

Companion items to the "twin

Companion items to the "twin mix" are the faucet adaptor and the pressure release valve. P & G provides adaptors so that any faucet can be attached to a hose, and the bleeder valve releases the pressure that builds up in a hose.

Complete Kit. The items have been packaged into kits and many washer manufacturers provide them for their distributors as accessory parts. Local dealer and service operations can obtain the kits from members of the Apliance Parts Jobbers Association.

Goldman estimates that 25 to 30 percent of all automatic washers installed now are not plumbed. And to keep up with this trend towards "mobile" appliances, P & G is constantly adding new accessory parts to its line. One of the most recent is a line of retractible casters for large appliances.

Some 50 new items have been added to the P & G catalog in the past four months and the company now distributes over 500 different articles.

The items are small, but the volume is big and Kenneth Dodge, executive vice president, estimates this year's dollar volume will be "well over \$1,000,000—almost \$1,500,000."

Hamilton Program

Hamilton Manufacturing Co. introduced a completely new sales and service plan to its field sales organization at a summer meeting in Wisconsin

President E. P. Hamilton welcomed the sales staff to the five-day session and outlined the new program. Vice-president R. G. Halversen said the heart of the new service program was the appointment of R. T. Hoopes as sales coordinator and C. W. Altmann as product service manager. These two new positions and their staffs were developed with the assistance of a firm of outside management engineers.

Under the recommended program, the firm has been re-aligned into three broad product divisions, one dealing with home appliances, one with contract items and one with various professional products.

Reduce RCA Royalty

RCA will reduce its patent royalty rates January 1, 1955, on radio sets, black-and-white television receivers, and black-and-white kinescopes.

"These reductions are in accord with RCA's tradition of continuously reducing, so far as practicable, the cost of bringing inventions and scientific developments to the industry and public," Ewen C. Anderson, executive vice president of the RCA commercial department, said.

At present, the royalty rate on sound radio receivers and auto radios using tubes is 1½ percent of the manufacturer's selling price to the trade. This rate will be reduced 55½ percent to one-half percent of the manufacturer's price.

On television receivers and blackand-white kinescopes the royalty rate is 1\(^2\) percent. This will be reduced 28\(^1\) percent to 1\(^1\) percent of the manufacturer's price.

Photos At Work



COLOR TRANSPARENCIES in lighted boxes above the assembly line in the Crosley television factory facilitate job instruction and permit maintenance of production rates even when regular employees are absent. The lighted color photos guide each worker on the soldering operation.

Christmas Book

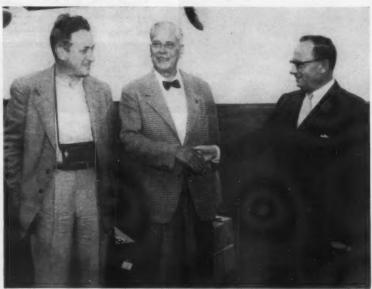
A new 160-page book entitled "Christmas Lighting and Decorating for the Home" provides a storehouse of ideas for both indoor and outdoor Christmas displays.

The book, written by Theodore Saros and published by Van Nostrand Co., Inc., contains over 100 illustrations and sells for \$1.95.

The first part of the book gives a run-down of materials and equipment to use and covers the principles of good design and effective outdoor lighting. Suggestions are made for entering Christmas lighting contests and one section covers outdoor Christmas photography.

Indoor decorations are covered in the second part.

South of the Border



C. J. HUNT, general manager of Stromberg-Carlson's radio-TV division, arrives in Mexico City to attend grand opening of Corporacion Mercantil de Mexico, S.A., which will manufacture Stromberg-Carlson radio and TV receivers for Latin America. Greeting Hunt are Ad Auriema, president of Ad Auriema, Inc., international export distributors for Stromberg-Carlson; and Don Gregorio Shapiro, president of the Corporacion Mercantil.



NIZER" CASES

They Sell on Sight Against Old-Fashioned Hide-and-Seek "Bucket Style" Kits

SOLVED — the problem old as Methuselah — what to give "him" for Christmas!

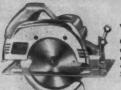
Oster, always keenly alert to sales and profit potential of the gift market, brings you this entirely new Cummins electric drill-saw kit just in time for Christmas selling. And it's not an item that's earmarked with holly . . . it's equally good for any giving—birthdays, anniversaries, Father's Day, or a gift for "the new home".

Not just another drill kit! The "Organizer" Case is a terrific new idea. All 35 pieces in sight; no pawing through loose parts in bottom of old-style kit box. Mounts on wall or carries to job. New design, 4-finger pistol-grip drill; 4-inch saw makes cuts up to 1-5/16". Really a gift of distinction at \$39.95. Others from \$24.95.

Display Cummins "Organizer" Kits, other Cummins Power Tools, on your floor and in your window, for profitable Christmas selling!



Cummins MORE IDEAS FROM







QUALITY PRODUCTS OF

ohn Os MANUFACTURING CO.

5055 N. LYDELL AVE., MILWAUKEE 17, WISCONSIN CUMMINS IN CANADA: 334 LAUDER AVE., TORONTO 10



John Oster Manufacturing Co., Dept. CPT 5055 N. Lydell Ave., Milwaukee 17, Wis.

Gentlemen: Please rush me complete details on Cummins Power Tools, and name of the nearest Cummins jobber.

Boom in Britain

Relaxation in credit rules and opening of new stations produces heavy demand for TV with some buyers forced to wait two or three months for delivery

Public demand for TV and radio sets in Britain has been greatly stimulated lately by the National Radio Show at Earls Court, London (August 24-September 4, 1954). Demand is so great that British radio and television manufacturers may not be able for two or three months to satisfy the sudden jump in sales.

TV manufacturers now believe that, despite the poor start made this year, total sales of TV receivers for 1954 may reach a new record level of 1,-200,000 sets, as against last year's peak figure of 1,147,000 sets. This would be a striking achievement, following sales in the first half of 1954 of only 373,000 sets, against 526,000 in the same period of last year. Sound radio sets, particularly radio-

grams (radio-phonos) are also expected to surpass in the next few months the already high level of sales

A general factor behind this rise in demand for TV and radio sets is the recent relaxation in hire-purchase (credit) restrictions, which has opened a wider market to the industry.

In addition, however, the expected introduction next year of commercial TV broadcasting in the U.K. has stimulated interest in television and manufacturers are competing keenly in the supply of new sets which will tune to the alternative stations.

On the radio side, there is a growing rate of replacement of old sets. Keener and more critical interest is also being shown in the high quality reproduction of new radiograms as a result of the spreading popularity of long-playing microgroove records.

It is understood that enquiries received from retail dealers at the Radio Show may lead to sales of 500,000 TV receivers, but stocks are already low owing to the demand aroused by the new hire-purchase terms and would-be buyers may have to wait two or three months for delivery. In anticipation of this possible shortage, therefore, some makers have had to refuse for the time being dealers' applications for increased quotas.

Light's TV Show

Light's Diamond Jubilee Television Show will be broadcast October 24 over at least 310 inter-connected stations, the biggest network ever put together for a single television pro-

All available inter-connected stations of the ABC, CBS, DuMont and NBC networks will be used, according to James E. Hanna, vice president of N. W. Aver & Son. The show will be sponsored by more than 300 companies and organizations of the electrical industries.

David O. Salznick will make his television debut as producer of the two-hour program which climaxes the celebration of the 75th anniversary of Edison's invention of the electric light.

The show will be seen on Sunday evening, October 24, from 9 to 11 P. M. EST, in the Eastern, Central and Mountain time zones, and by kinescope from 9 to 11 P. M. on the

Music While She Sews



COMBINATION RADIO-SEWING MACHINE is shown in operation here following introduction at a recent exhibition in West Berlin. The machine, a product of the West German Pfaff Works, contains a radio in the cabinet, which can be adjusted with the left hand while the seamstress sews with the right hand. Price is \$261.56.

Whirlpool Plan

"Do It Yourself" is the theme of the current Whirlpool sales promotion program for distributors, according to Roy Howard, merchandising manager.

The distributors are invited to build a complete promotion and merchandising program along lines of their own choosing for use by their dealers.

The two month campaign runs through October and the distributors who hit the highest sales quotas will receive awards for their achievement. each classification one winner and four 'certificate of distinction" winners are selected by judges.

In announcing this year's competition, Abt stressed that the size of the store and its ad budget are unimportant. Judges will consider the following in making their selections:

- 1) manner in which trade-marked merchandise is featured in advertising, merchandising, display and direct mail.
- how the firm is educating consumers to the fact that branded products made by reputable manufacturers represent the best buy.
- 3) the way in which sales personnel is given the facts about brand named merchandise.
- 4) other ways in which the firm is building its reputation as a local center for reputation brand name products.

Completed entries must be filed by December 3. Entry forms and additional information may be obtained from the Foundation at 37 West 57th Street, New York 19, N. Y.

Non-burn Toaster

A new electric toaster which cannot burn toast has been designed by a British firm, according to official sources in Ottawa.

Appliances and Machinery Ltd. of England has patented the toaster which has no glowing elements to burn the toast.

The appliance has two principal castings, the main base and the top plate with a lifting handle. Under the base are two standard electric iron elements and other standard electrical parts, including a bi-metal strip ther-

Five Millionth



PRESENTATION of the 5-millionth indoor antenna to president Julius Finkel is handled for the JFD Manufacturing Co. by Joan Adler. Finkel, the president and founder of JFD, received the gold-plated model as he approaches his 25th year in the electrical manufacturing business.

Crosley Promotion .

Using radio as the promotional media for its new television line, Crosley will sponsor the football "Game of the Week" this fall over NBC.

A 1955 Cadillac will be given away each week in a consumer contest that ties the dealer into the game sponsorship, according to Fred Gregg, director of advertising and sales pro-

In addition to radio, Crosley will use magazine advertising, key city advertising and new display materials prepared by Pietr Mondrian, the Dutch designer.

Seek Brand Dealers

Machinery is now being set in motion to pick the 1954 Brand Name Retailers of the Year, according to Henry E. Abt president of Brand Names Foundation, Inc., sponsors of the annual event.

As in previous years, five awards will go to electrical appliance dealers. The appliance classification is one of 25 categories in the competition. In



On his weekly call, Graybar Salesman Tom Graden looks over perpetual inventory of electric housewares kept by Mantel salesman Norbert Amsterdam.



Elias Mantel

... founded Mantel's in 1918 ... has been a steady Graybar customer since 1932. He maintains that Graybar's prompt, courteous service and initial credit assistance has helped him make Mantel's the Cleveland landmark it is today. Efforts of Graybar personnel like Tom Graden were factors, for instance, in the building of his 1952 electrical house wares volume to \$75,000 — an increase of \$20,000 over the previous year.

WE RELY ON GRAYBAR TO KEEP OUR INVENTORY IN BALANCE

Says: ELIAS MANTEL

President:

MANTEL'S . CLEVELAND, OHIO

One of the problems in this business is to have enough merchandise on hand to meet customer demand, yet not have so much that it ties up all your capital. This careful inventory balance is a job we leave to our local Graybar Salesman.

After all, he's closer to the supply picture than we are. He knows the lines and kind of appliances that are moving fastest throughout our area. He knows in advance of any shortages that might affect availability... or of manufacturer promotions that might suddenly

jump our volume and run us out of stock on a particular item. He knows the most economical quantities in which to buy... and is completely up-to-date on new models and sudden price changes.

That's why our inventory and ordering problems are pretty much in his hands. He's never let us down!

Not only that, but during periods of shortages it's been our experience that Graybar distributes items fairly and without the customary tie-in deals.



Vice President and Buyer Sol Mantel O.K.'s Graden's final suggestions for new stock — finds this procedure saves him time and frees him for more important work.

Your Customers WANT the popular appliances ...

GRAYBAR ELECTRIC CO., INC.

Executive Offices:
Graybar Building, 420 Lexington, Ave., New York 17, N. Y.

373-610



IN OVER 100 PRINCIPAL CITIES





PEOPLE

New Consultant

A. T. Millott has joined Ebasco Services as a sales consultant in its sales, marketing and public relations department. Millott was formerly national food freezer sales manager for General Electric Co. and has been closely identified with the growth of the appliance industry since 1928.

He also has been president of Conditioned-Air Equipment Co., Minneapolis and St. Paul, and president of Freezers, Inc. In his new assignment he will serve as a sales and marketing consultant in the utility and general industrial field.

Lenz Appointed



HERBERT S. LENZ has been appointed account executive for the National Electrical Manufacturers' Association by the Ralph H. Jones Co. Lenz has broad experience in sales and promotion and has worked with Montgomery Ward, Macy's, B.B.D. & O., and Young and Rubicam. He has already handled the Dicarded Refrigerator and Freezer Safety Drive and the Electric Fan Window Display Contest for NEMA.

Williams Retires

Samuel B. Williams retired recently as assistant to the chairman of the board of directors of Sylvania Electric Products, Inc. He joined Sylvania in 1949 as director of public relations and became assistant to the president in 1952. Prior to going with Sylvania, he was editor of Electrical World, a McGraw-Hill publication, for 12 years. Williams will establish a consultation practice in corporate management and public relations.

Mulford Dies

Allen Mulford, 60, commercial vice president of International General Electric Co., died August 21 after an illness of several months. He had been manager of the company's marketing division since 1950 and in 1952 he served in Washington briefly as head of the program and requirements branch of the engine and turbine division of the Industrial Mobilization Program. For his service he received a certificate of merit from the Secretary of Commerce.

University Trustee



BENJAMIN ABRAMS, president of Emerson Radio and Phonograph Corp., has been elected to the board of trustees of Long Island University. Although he never reached high school Abrams has been an active supporter of education.

Bond Resigns

William H. Bond has resigned as manager of the special products division of the Hoover Co. Bond joined Hoover in 1950 and was instrumental in organizing and developing the division which sells Hoover steam irons. the "Holiday" cleaner, the Hoover washer, and floor polishers to distributors. Prior to joining Hoover, he was with Landers, Frary & Clark and Proctor Electric.

Dougherty Resigns

Mary K. Dougherty, director of home economics for Thor Corp., resigned recently. She was married June 12, to Robert Rockwell, director for Wilding Pictures.

Hoover Dies



H. W. Hoover, 76, honorary chairman of the board of the Hoover Co., died Sept. 16 at his home in North Canton, O.

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He was president of the company from 1922, when it was incorporated as the Hoover Co., until 1948, and he continued as chairman of the board until April, 1954, when he was named honorary chairman.

Mr. Hoover was a pioneer in the vacuum cleaner industry and the last of 16 industry leaders who founded the Vacuum Cleaner Manufacturers' Association in 1913.

He is survived by two sons and two daughters. H. W. Hoover, Jr. is president of the Hoover Co. More profit than ever in Youngstown Kitchens!

ANNOUNCING

the world's most beautiful cabinet sink



YOUNGSTOWN KITCHENS 66" DIANA CABINET SINK

Style leader of the new models . . . destined to become style leader of the world. Full 5½ feet wide, and rugged steel throughout. Look at these features:

- Stainless-steel front trim and back-splash
- One-piece, acid-resisting, porcelain-

enameled steel top

- DeLuxe swinging mixing-faucet; crumb-cup strainers
- Many other features . . . all deluxe!

SEE YOUR DISTRIBUTOR for details on all the new Youngstown Kitchens Cabinet Sinks.

65 MILLION PROSPECTS GET THE ANNOUNCEMENT

LIFE magazine, October 25—dramatic, full-color, full-page ad.

DAVE GARROWAY'S "Today" TV show—October 22nd and 25th.

SUNDAY SUPPLEMENTS in 71 newspapers, October 24th.

LOCAL ADVERTISING—ads that sell, available for you.

BROADSIDE—full-color, 4 pages, shows every model handsomely.

PLUS A TIMELY NEW COLOR PROGRAM!

This is THE WORKS!

Built around the "Answer Book to Kitchen Planning and Decorating." Describes, in full, ALL you need to color-plan and kitchen-plan. Actual samples included in the Answer Book.

During October, a compelling full-color announcement ad will appear in McCall's, Good Housekeeping and other national magazines.

And a PACKAGE to tie it up in your store! Includes color broadsides, a window poster in full color, acetate poster for your kitchen display, ad mats, and of course the Answer Book.

GET THE STORY ON ALL THESE ACTIVITIES
FROM YOUR DISTRIBUTOR NOW!



Sold in United States, Canada and most parts of the world

ASSOCIATIONS

Housewares Push

Christmas and fall promotion of electric housewares is receiving careful study by all segments of the industry and indications point to more intensive integration of all promotional plans, according to a spokesman for the Electric Housewares Section of NEMA.

Christmas is expected to yield "better than satisfactory returns this year" in spite of any leveling off which had been predicted by observers at the July Housewares Show, the NEMA spokesman said.

G. W. Orr, chairman of the Electric Housewares Section, and H. S. Perkins, chairman of the sales promotion committee, stressed that this year, more than ever before, well planned and coordinated sales promotion can pay off big dividends.

They recommend the use of the industry slogan, "Electric Housewares . . . First Gift Choice." They also urged backing the gift theme with gift-wrapping and gift-certificate serv-

Cooperation with suppliers, distributors and other retailers in city-wide promotions to create extra excitement for electric housewares was also recommended.

SF NARDA Meeting

Authorities on appliance merchandising, television service, finance, salesmanship and business management spoke at the NARDA regional meeting in San Francisco last month.

Clarence Dulfer, president of the Bay District, welcomed the 200 Bay area appliance dealers to the day-long meeting.

Howard Scaife, general sales manager of Hotpoint, gave the dealers

Winning Window



APPLIANCE STORE winner of the annual display contest sponsored by the Electrical Housewares Section of NEMA was Oliver, Inc., Chevy Chase, Md.

advice on selling low saturation appliances and Joseph Rushton, manager of Frigidaire's Major Dealer Division, reviewed the manufacturer's and dealer's contribution to the sale. Arthur Scaife, manager of sales planning, small appliance division, General Electric Co., spoke on small appli-

America described the various methods of appliance financing and re-

viewed some of the techniques for using credit effectively.

Russell Hanson, manager of the contract section, service department, Motorola, told the dealers how to "Stop Losing Money on Television Service." Jesse Cartwright, Norge home service director, offered suggestions on understanding and selling to women.

Backs Anti-Bootleg

NARDA supported the auto industry's efforts to secure anti-bootlegging legislation in the recent congress.

Vergal Bourland, president of NARDA, sent letters to all members of the senate urging favorable action on the auto dealer's bill which would halt transshipping.

Bourland informed the senators that, although the auto industry frequently competes for the same consumer dollars, the appliance dealers were sympathetic to the auto dealers, having confronted the same type of problem in appliances.

"All we retailers ask is that our suppliers and we may be permitted to cooperate to protect the standing of those brands with which our individual stores are identified," he said.

Briefs

- Richard W. Evans has been elected president of the Madison (Wis.) Appliance Dealers Association. A. W. Bernsohn, managing director of NARDA, spoke at the September meeting of the group.
- The Washington Appliance and Radio-TV Dealers Association is completing an advertising code of ethics for television service and is planning the use of the NARDA insignia in classified telephone directory ads for local NARDA members.
- Leon B. Ungar has been elected president of the Radio Parts & Electronic Equipment Shows, Inc. Elliott Wilkinson was elected vice president, Karl Jensen is secretary and Bernard L. Cahn was reelected treasurer.
- E. J. Sorenson, of the Hotpoint Co., and Jospeh Groshans, of Speed Queen Corp., have been elected to the executive committee of the American Home Laundry Manufacturers' Association.
- Theodore Rossman has been elected chairman of the Association of Electric Parts & Equipment Manufacturers. Wilfred L. Larson was named vice chairman and Helen Staniland Quam was reelected treasurer.
- The name of the North Central Electrical Industries, Inc. has been changed to North Central Electrical League, Inc.
- The name of the All-Industry Refrigeration and Air Conditioning Exposition has been changed to the Exposition of the Air Conditioning and Refrigeration Industry. The 9th Exposition is scheduled for Atlantic City on November 28 through December 1, 1955.

9

Light Jubilee Highlight



ELECTRICAL ENGINEER James Scott (played by Phillip-Bourneuf) sees a bright future for his son in "The Eager Minds," a 27-minute color film produced for light's Diamond Jubilee. The R.K.O.-produced picture, which will be shown across the country during October, spans the electric era from Edison to the Electronic wonders of tomorrow.

Eighteenth Birthday



CUTTING her "18th" birthday cake is Helen Staniland Quam who was reelected treasurer of the Association of Electronic Parts & Equipment Manufacturers for her eighteenth consecutive term. Joining in the "birthday party" are, from left to right, Karl Jensen, retiring chairman, Kenneth C. Prince, executive secretary, Mrs. Quam, Theodore Rossman, new chairman, and Wilfred L. Larsen, vice chairman.

HOW'D SHE GET THAT WAY?



She's in your store. She's looked at, and liked, that beautiful, gleaming new range. She's signing the order. She's yours!

But—how'd she get that way? ...

A woman takes a good long look at her tired, old range after she sees smart new models pictured in McCALL'S. She reads in McCALL'S about new cooking magic that's built right into

these wonderful new ranges, and she knows the old one's just not good enough!

That's how it starts. Next thing you know, she's in your store, looking around. And the next thing she knows, she's buying!

That's why so many appliance advertisers use McCALL'S.

It sparks the sale!

McCalls



TWO RIVERS, WIS.

DISTRIBUTOR NEWS



DELAWARE VALLEY DISTRIBUTORS' executives look over latest piece of promotion copy. Left to right: J. J. Kelley, vice president and general manager; T. H. Kopnek, president; T. H. Kopnek Jr., advertising and sales promotion manager; M. Glickman, treasurer and secretary; and C. Hoffman, credit manager.

Moving in on a Market

Delaware Valley Distributors signed up almost 1,000 dealers a few months after taking over the Crosley-Bendix franchise in the Philadelphia area

On March 20, 1954, when Delaware Valley Distributors took over the Bendix and Crosley franchise in the Philadelphia area the owners not only had no dealers, they didn't even have a stick of furniture.

They had one telephone connected; some crates; and some 60,000 square feet of vacant floor space in a huge building containing more than 250,000 square feet in six stories and a basement.

A month later, by virtue of working 20 hour days, Delaware Valley Distributors' files at 19th and Allegheny avenue had 634 dealers signed up and active. On July 20th the dealer list handling Bendix and Crosley products topped 900 and was still on its way up.

Splits Divisions. Two months after the company first went into business, it was compelled to split up the Bendix and Crosley divisions and assign five salesmen to the former and seven to the latter.

As a result of this split, Bendix sales in June alone doubled and Jack Kelley, formerly manager of market development for Avco Manufacturing Corp. who came into the distributor picture the first day as general manager and vice-president, said he has not been able to catch up with comparative Crosley figures as yet.

"We are now past the crisis," he said, "and we know we are a major factor in the Philadelphia area for the first time."

Merchandise Mart

How did Delaware Valley Distributors accomplish this tremendous project in so short a time?

First, together with Crosley and Bendix, the company spent \$200,000 in 30 days to promote the new "portable" Crosley TV receiver, bringing other products in on the coattails.

Extensive Promotion. Everything from a two-hour live television show, to a mass of spots on radio and television, to dealer meetings, a series of mailings of nearly 1,000,000 pieces of direct mail, etc., was used to do the double job of selling the dealer and the consumer.

Then came the huge undertaking of organizing a sales force. Some were brought over from Judson C. Burns Co., the old Crosley distributor.

Co., the old Crosley distributor.

"We had to keep our organization lean to survive," said Kelley, "and we wanted our field men to enjoy a good income at the same time, so we put the men on the street with a full book. They handled everything we carried."

When the divisions were split, the staff was expanded, but slowly, because Delaware Valley Distributors still feels it should have the highest paid men in the field to meet a highly competitive situation.

1

Before long, the Crosley radio and television merchandise will be sold under a separate division, giving the company three independent divisions and all flourishing.

and all flourishing.

Staff Set Up. Hal Keller, a former
Bendix division manager, is sales man-

200 Fifth Avenue

It's a dealer's delight—from RCA

HI-FI PLANNED FOR RETAIL PROFIT!



RCA
Customized
HIGH FIDELITY
COMPONENTS

Nothing succeeds like success. That's why so many live-wire dealers have already tapped the rich, ready-made market for hi-fi at its finest. They know the RCA name means public acceptance and profit... in TV, radio and recorded music. And now RCA "new orthophonic" customized High Fidelity is catching on fast with consumers and dealers alike.

Let your RCA distributor show you how to sell hi-fi without electronic experts. No tools, no tinkering, no carpentry. Just plug it together and it plays! Best of all—RCA Customized High Fidelity is planned for full profit, easy sell-up, fast turnover.

with Powerful National Advertising!

National Magazines!

Backed by RCA

Time
Esquire
House Beautiful
New Yorker
Atlantic
Saturday Review
High Fidelity
Music at Home

Network TV!

Network Radio!

Local TV & Radio! (factory-paid in

Sales Aids!

Mat ads Catalog Sheets In-store Displays Streamers Counter Cards Flyers Line Folders Envelope Stuffers



RADIO CORPORATION of AMERICA





NOW! NEW LOW PRICE on FLEXO-SPACE Self-Service Island

ANNOUNCING our new low prices on FLEXO-SPACE Self-Service Islands. Here is your opportunity to follow the trend of thousands of aggressive merchants and modernize your store with FLEXO-SPACE at a savings of 50% over competitive Islands. FLEXO-SPACE gives you Self-Service, Mass Display and 300% more Selling Space than one flat-type counter. Yes, in only 12½ Sq. Ft. of floor area you get 50 Sq. Ft. of selling space. Raise or lower the shelves every 2" within 15 adjustments. FLEXO-SPACE is a complete Island! Your customers shop on 4 sides from 5 large Self-Service shelves. FLEXO-SPACE has been "Tested and Proved" by thousands of retail merchants. New amazingly low prices on FLEXO-SPACE at almost 50% less than you expect to pay. Write for FREE catalog on FLEXO-SPACE and other Self-Service fixtures. Do it now—Today!

Mfgs. Write for special extra low prices

ADD SALES CO.
802 York St. Manitowoc, Wis.



Exhaust Dryer Troubles

Dry-R-X Vent

Assure your dryer customers that moisture, heat and lint will be no problem . . . sell venting as part of the hook-up.

The Dry-R-X exhaust unit is the simple, economical way to vent dryers. It's all rust proof aluminum. The automatic damper is completely weather proof and self thawing.

The hood is available as a unit or in kits containing sufficient aluminum pipe and elbows for the average installation. Alternate installation can be made with the new low cost, grey Flexible Duct, now available in 6' and 9' lengths.

Ask your dryer distributor or write stating name of distributor and make of dryer you sell.

DRY-R-X COMPANY

5521 Code Ave. . Minneapolis 10, Minn

ager of that division. Sid Goldstein is directing Crosley appliance sales, and Ed Sickles, formerly with a century-old jewelry wholesale company, is being groomed to head the third division. Theodore H. Kapnek, Sr., is president of the new distributing firm. His son, Ted, Jr., is advertising manager, of the company and is working like any other employee.

Jack Kelley actually took hold of the new organization from its inception. He said he was glad that the Kapneks were willing to undertake the project when sales of TV receivers and appliances were in a depressed state. "I look at it as an advantage to us

"I look at it as an advantage to us because we had to set a hard-hitting pattern to survive and came out glowingly healthy," he added.

The growth of the company actually is based on sales, and the latter is based on its salesmen, he pointed out. The policy formulating the expansion is also based on two objectives: 1-. Open up new dealerships; 2-Activate existing dealers.

That means keeping the sales force on its toes and very much alive. To do that, each Delaware Valley Distributors salesman is required to work one evening a week on a dealer's sales floor so he can understand dealer problems and help the dealer meet them.

That is now a permanent policy of the company and will be continued into the future.

RTA Distributors, Inc.

Announcement has been made of the initiation of an expansion program designed to enable RTA Distributors to better serve their clients in the Albany, New York area. Appointments to the executive staff of the organization include the following: Samuel Bloom, Merchandising and Sales Promotion Manager; Richard Fay, manager RCA Victor Division; David O'Connor, manager Norge Division; and Robert Fertig, ad manager.

Westinghouse Electric Supply Co.

Charles Glueck has been named to the post of district manager, consumer products division, Westinghouse Electric Supply Co., Miami, Fla. Present plans call for the Westinghouse Miami branch to move shortly into a new 70,000 square foot warehouse now nearing completion. The new quarters will house all Westinghouse operations in the greater Miami area, offices, service and warehousing.

offices, service and warehousing.

In an additional regional appointment, Joseph C. Givens becomes San Francisco-Oakland manager of consumer products.

Raymond Rosen & Co.

For the seventh consecutive year, Raymond Rosen and Company, Philadelphia distributors, have announced plans for a Hollywood Beach contest, to be held during the course of their advanced sales meeting in Hollywood Beach, Florida. The meeting will be held January 28th to February 4th of next year. Dealers who qualify by meeting purchase quotas during the seven months which began June 1st this year, will have all expenses paid by the distributor and may bring their wives at reduced rates.

Supplee-Biddle-Steltz Co.

Philadelphia distributor, Supplee-Biddle-Steltz, have confirmed their purchase of certain assets of the William Goldenblum Co., Glendale, N. Y. hardware wholesalers. Included in the purchase was inventory and goodwill and the designation of Supplee-Biddle-Steltz Company as agent for the collection of accounts receivable. Goldenblum's sales organization of 15 salesmen will continue in the employ of the new purchaser.

Top Distributor



FOR THE top showing among distributors in the Deepfreeze "All Star" summer sales campaign, Max Van Hook, vice president and general manager of Four States Distributing Co., Springfield, Mo. (third from left) receives congratulations of F. F. Duggan, vice president and general manager of Deepfreeze. Others, left to right, are J. A. Rishel, Jr., Deepfreeze general sales manager, and Four States' leading salesmen, William Cantrell, Ralph Rose, and Earl Bruce.



If you sell Automatic Washersremember women buy them...and the Journal is the mightiest magazine for women

> PROOF: √ The Journal is first in circulation among all magazines edited for women. √ The Journal is first in newsstand sales among all magazines carrying advertising. √ The Journal is first in advertising revenue per issue in the laundry-equipment classification. That's why in the Journal you'll find such leading advertisers of automatic washers as: Westinghouse, Hotpoint, Bendix, Kelvinator, Whirlpool, Speed Queen, ABC.

Never underestimate the power of a woman...nor the power of the magazine women believe in!





Perfect Giveaway, Premiums, Tie-Ins, Etc.

- S Permanent black oxide non-chip finish. Black steel tubing, brass
- capped legs.

 S Mechanical parts guaranteed 5 years.
- S Supports 300 pounds.
 Velvet smooth swivel.
 Height to swivel: 19½".
 Wt. 12 lbs., 1 per ctn., KD, easiest assembly.



COMFORT LINES INC. 1735 W. Diversey Pkwy., Chicago 14, III.

How to test, repair, and service all home electrical appliances

Constructions Trouble-Shooting Remedies

ers to refrigerators



HERE is a complete and practical handbook for all who want to cash in on the continually growing and profitable field of electrical appliance servicing. It contains all the necessary electrical and mechanical fundamentals, along with clear instructions and over 700 illustrations—sectional, exploded, operational, and servicing views of equipment—picturing details of electrical appliance construction, operation, and servicing. Explains the WHY as well as the HOW of electrical devices . . . gives the principles, methods, and advanced technical know-how you need to solve everyday problems . . . includes suggestions on how to set up and operate a servicing business of your own.

ELECTRICAL APPLIANCE SERVICING

By William H. Crouse

854 pages, 727 illustrations, \$9.00

-Radiofile

Shows how to service and repair electrical appliances such as

- heaiters and reasters
 waffebakers
 fans and blowers
 washing machines
 water pumps, lawn mowers, and floor

- o ranges
 o ranges
 o ranges
 o vacuum cleaners
 o cisthes dryers
 o garbage disposers
 o water heaters
 o coffee makers
 o clocks

. sewing machines

- "crammed full of useful information"

What a book! Just crammed full of useful in-rmation . . To our way of thinking nothing build be clearer."
——Canadias Industrial Equipment News

SEE THIS BOOK 10 DAYS FREE

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Send me (ICING for days I will return boo	Crouse's ELE r 10 days' e: Il remit \$9.00	CTRICA xaminati) plus fe We pay	la APPLIANT lon on approve ew cents for d for delivery if	al. In 10
(Print)				
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Address .	********		*********	*******
City	********	2	ione State.	********
Company	*********			********
Position .	This offer	applies	in U. S. only	EM-10

DISTRIBUTORS APPOINTED

Admiral-ZCMI Wholesale Distributors, Salt Lake City, Utah.

Altorfer Brothers - George Spencer Co., Minneapolis, Minn.

Amana—Shirley Onstad, Fargo, N. D.

Avco Corp.—Walter B. Lloyd Co., Salt Lake City, Utah.

CBS-Columbia—Tracy Mitchell, Inc., Buffalo, N. Y.; G. Fetter Puthuff Co., Jacksonville, Fla.; Quality Television Corp., Los Angeles, Cal.; Home Products Inc., Cincinnati, Ohio; Columbia Distributing Corp., Seattle, Wash.

Coolerator - Tri-State Supply Co.,

Chattanooga, Tenn.

Deepfreeze-Edwards & Walker Co., Portland, Me.; Standard Electric Co., Bangor, Me.; Stuart Loucheim

Co., Philadelphia, Pa.

Mont – E. T. Donohue Inc., Du Mont - E. T. Rochester, N. Y.

Emerson-Dauphin Electrical Supplies

Co., Harrisburg, Pa.

Eureka – Eastern Co., Cambridge,
Mass.; Appliance Wholesalers, Inc., Youngstown, O.; Crumpacker Distributing Corp., Houston, Tex.; Devlin Drew Co., Fresno, Cal.

Hoffman-Treasure State Gas & Electric, Butte, Mont.

James - Interstate Supply Co., St. Louis, Mo.; James Ray Distribut-ing Co., Wichita, Kans.; Heald Supply Co., Billings, Mont.; Major Appliance Co., Dallas, Tex.

Landers, Frary & Clark—Burden-Bryant Co., Springfield, Mass.
Lewyt—R. P. McDavid & Co., Birmingham, Ala. Manitowoc-Kenneth J. Dahm Co.,

Denver, Colo. Motorola-Gas Engine & Electric Co.,

Inc., Charleston, S. C. orge – Servies, Inc., Indianapolis, Ind.; Advance Electric Co., Terre Haute, Ind.; Nystrom Brothers, Inc., San Diego, Cal.; South Texas Appliance Corp., San Antonio, Tex.; Chas. L. Bell Co., Allentown, Pa.; Philadelphia Distributors, Philadelphia, Pa.; RTA Distribu-tors, Albany, N. Y.; T. A. O'Loughlin & Co., Inc., Newark, N. J.

Pilot-Sol Levinand Associates, Chicago, Ill.; Robert T. Brown, Chicago, Ill.

Proctor Electric-General Appliance Corp., and Standard Supply Co.,

Salt Lake City, Utah.

Raytheon—Chambers Electronics Supply, Inc., Cincinnati, Ohio; Morrison Supply Co., Fort Worth, Tex.; Western Supply Co., Salt Lake City, Utah; Southern Indiana Wholesalers, Evansville, Ind.; Joe Lapkin Co., San Francisco, Cal.

Republic Kitchens-Murray R. Wom-

ble Co., Tulsa, Oklahoma.

Roto-Broil Corp.—Nelson-Heintz, Buffalo, N. Y.; Munger & Tamlyn,
Houston, Tex.; Simpson & Co., Memphis, Tenn.

Schaeffer, Inc.-T. A. Buscaglia Equipment Co., Inc., Buffalo, N. Y.; Perchan & Company, Cleveland, Ohio; Ludwig & Patterson Company, Ludwig & Patterson Company, Denver, Colorado; Blackett, Inc., Farmington, Michigan; Waples-Platter Company, Fort Worth, Texas; James Refrigeration Com-pany, Mason City, Iowa; Bessire & Co., Inc., Memphis, Tennessee; Allied Store Equipment Company, Minneapolis, Minnesota; Kennedy & Parsons Company, Omaha, Neb.; Joyce Refrigeration & Equipment Co., Pittsburgh, Pa.; Dudley B. Parke's Sales Co., St. Louis, Mo.; L. Paulle Midway Fixture and Show-

case Co., St. Paul, Minn. Stromberg-Carlson – Wood-Alexander & Co., Hartford, Conn.; Inland Empire Wholesalers, Spokane, Empire Wash.; Brown Camp Hardware Co., Des Moines, Iowa.

Sylvania-Empire State Wholesalers,

Inc., Troy, N. Y. V-M-S. R. Ross Co., Salt Lake City, Utah; Robert W. Dansby Co., Dallas Tex.

Whirlpool-Brennan Appliance Dis-tributors, Inc., Detroit, Mich.; As-sociated Distributors-New Jersey, Inc., Newark, N. J.; Southern States Distributors, Inc., Miami, Fla. Webcor-Home Products, Inc., Cin-

7

cinnati. Ohio.

Round Table Signing



MIDWEST franchise signing takes place as Emon Epperson (standing) district sales manager for Raytheon Manufacturing oversees. J. R. Harper, president of Harper-McIntire, Ottumwa, lowa signs as other members of his firm look on.



PRICED TO OUT-SELL ALL COMPETITION FULL MARK-UP **GIVES YOU FULL PROFIT**

HIGH TRADE-IN ALLOWANCE **PULLS IN** CUSTOMERS

Here's a special worth promoting in your Fall selling plans! You can price it right, allow liberal trade-in allowances and still get your full mark-up!

LOOK at these great features .

Huge 16½ x 20 x 15 oven • visual view oven • Roller bearing Fla-Ver-Seal broiler • Signa-Dial controls • Stain and acid resisting porcelain finish • Chrome broiler pan • Roller bearing service drawer • Electric cooking timer and many, many others

> **OFFER** EXPIRES OCT. 30th

Order Today! . .

and see for yourself how this great value out-sells all others!



Detroit 31, Michigan

PRODUCTS



Build traffic, boost sales by creating real excitement among your trade. Offer a free Wrought Iron TV Table with every set sold—or build yourself a Promotion with these smartly styled, low-priced, good quality Empire Wrought Iron TV Tables.

WROUGHT IRON MAKES FASHION NEWS

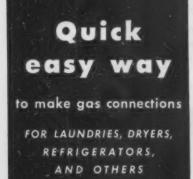
Everybody's interested in wrought iron for home use these days. With Empire Wrought Iron, you cash in on two strong selling features—STYLE and PRICE.

There is a full line of Empire Wrought Iron TV and Hi-Fi tables—priced to give you a real spread for step-up sales.

Write now for full information and prices

DUTE WORKS, INC.

3644 N. HALSTED ST., CHICAGO 13, ILL. Manufacturers of Distinctive Wrought Iron Furniture





SKINNER-SEAL SADDLE TEE-for making gas and water connections. No pipe cutting or threading. Quick. Easy. Cuts costs. For gas refrigerators, home laundries, heaters, etc. Write for circular.

Approved by Underwriters' Laboratories, Inc.

M. B. SKINNER CO. SOUTH BEND, 21, IND., U. S. A. | |2511 St. Paul St. • Baltimore 18, Md.



COMPLETE LINE TO MEET EVERY

DEMAND

NEW POSITIONS







newly created post of appliance sales manager. Also named were Joseph

Admiral Corporation—T. Stanton Fremont, left, has been named to the of the refrigerator division, and William B. Doyle, right, as sales manager for freezers and room air conditioners.







Du Mont Labs, Inc.-Jack Siegrist, above, has been appointed to the newly created post of merchandising manager of the television receiver division. Siegrist was formerly advertising manager for Motorola.

Norge-Robert J. Runge, top, has been appointed as advertising manager, and Jack Petterson, bottom, manager of the newly formed dealer development department. An additional appointee Virgil C. Rice, as director of manufacturing.

Peerless Electric-William A. Galan has been named regional sales man-ager for New England, and J. Stephen Katonah takes over in a like post in the Chicago area.

Whirlpool Corp.-Charles A. Green has been appointed a regional sales manager with supervision of the corporation's activities in Colorado and Texas.

Servel, Inc.-Vern C. Laurence has been appointed district sales manager for the company's St. Louis area.

Thor Corporation-H. W. Luker has been named zone manager in the district comprised of Texas, Oklahoma and New Mexico.



Corporation-E. Chrysler above, has been named room air conditioner advertising and promotion director for the corporation's Airtemp Division.

Maytag Company - Recent regional appointees are William C. Green who has been named manager of the company's Cincinnati branch, and Gerald E. Ankeny, as assistant sales manager at Newton, Iowa.

1)

National Presto Industries - Richard C. Warren has been appointed eastern regional sales manager for the company with headquarters in New York City.

Chelsea Fan-George C. Blew has been named as regional sales representative in Kansas City, Mo.

forecast. We're out on the limb ahead of the weatherman this year. We predict a "White Christmas"-and it's almost a sure thing. For U.S. Steel is sponsoring a big "Make it a White Christmas" promotion. Top white-goods manufacturers will be tying in. And the clincher? U.S. Steel's send-off spread, exclusive in the Nov. 27 Saturday

Evening Post—backed by dramatic Post merchandising. It will get to the heart of America.



A CURTIS MAGAZINE





IF You change your address

Be sure to notify us at once, so future copies of ELECTRICAL MERCHANDISING will be delivered promptly.

Also make certain you have advised your local Post Master of your new address so other important mail doesn't go astray.

Both the Post Office and we will thank you for your thought-fulness. Mail the information below to: Subscription Dept., ELECTRICAL MERCHANDISING, 330 W. 42nd St., New York 36. N. Y.

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ELECTRICAL MERCHANDISING

N. Y. 36, N. Y.

330 W. 42nd St.







Capehart-Farnsworth – Lawrence G. Haggerty, left, has been named president of the newly formed consumer products division. Named as vice

presidents were E. W. Gaughan, middle, general sales manager, and P. H. Hartmann, comptroller. J. L. Albers, right, was named distribution manager.



Radio Corp. of America—Robert A. Seidel, above, has been elected executive vice president of the consumer products division. An additional executive appointment is that of Russell E. Conley as advertising and sales promotion manager of the RCA Victor radio and "Victrola" division.



Stanthony Corporation — Frank C. Flentye has been named national sales manager with headquarters in the new national sales offices in Los Angeles.



U. S. Air Conditioning Corp.—David E. Feinberg, formerly vice president, has been elected president of the corporation.



Atlas Tool & Mfg. Co.—George A. Hickey has been appointed sales manager for Atlas-Aire window fans.



Olympic Radio & Television—Robert S. Burros, above, has been appointed advertising and sales promotion manager. Milton Auster has been promoted to the newly created post of field sales manager. Regional sales manager appointments include Stanley Cohen of Hollywood, Cal.; and Stanley Seltzer of Philadelphia, Pa.

Hoffman Radio Corp.—David Doss has been named sales promotional manager. Succeeding Doss in his former post as general manager of the Hoffman Sales Corporation of Missouri is Norfleet Callicott.

A. O. Smith Corp.—R. E. Friend has been named assistant manager of the Permaglas division, while W. W. Higgins has been designated director of engineering.

1)

Steelman Phonograph—Nat Attenburg has been named regional representative for the company and its affiliated Roland Radio in New England and upstate New York.

Capelvart has these profit-makers

GREAT EXCLUSIVE TELEVISION FEATURES

CAPEHART POLAROID® PICTURE FILTER SYSTEM

CAPEHART TRI-FI 3-SPEAKER SOUND REPRODUCTION

These great advances in television are sales-clinchers for you. Exclusive Capehart Polaroid® Picture Filter System eliminates eye-straining glare and eye-fatiguing reflections of lamps and windows to give a brilliant, sharp "Eye-Comfort Picture." Capehart Tri-Fi© 3-Speaker Sound Reproductiona new advance in tonal realism-brings "living music" into the home . . . all the tonal beauty of voice and orchestra. Add features like Super Power Chassis and "Mastercrafted" Cabinetryand you have the biggest profit-making line for '55 -the incomparable Capehart!

CAPEHART-The Finest Line Of Quality TV Sets On The Market!

CAPEHART-FARNSWORTH COMPANY, Fort Wayne 1, Indiana

A Division of International Telephone and Telegraph Corporation

2 GREAT Elevision LEADERS

The hottest set in the market!

The CAPEHART "Cortland" (Model 8C215MD).

(Modei 8C215MD). The ultimate in television enjoyment . . . eye-restful viewing from the exclusive Capehart Polaroid® Picture Filter System with 21-inch aluminized picture tube. "Concert hall" listening with Tri.Fi@ 3-Speaker Sound Reproduction. Handsome mahogany finish cabinet. Available with "All Channel" Tuner at slightly higher cost.

\$33995*



PRICE PROTECTED!

19

13

DEALERS: Check with your CAPEHART distributor for details of CAPEHART'S liberal protection policy.

JOIN UP NOW!

A few valuable dealer fran-chises are available. See the CAPEHART distributor for your territory—or write Fort Wayne for dealer franchise de-tails and IT&T Finance Plan.

*Suggested retail price. Prices slightly higher in the South and West. By Polaroid Corporation. © Copyright.



price leader in the market!

The CAPEHART "Overture II" (Model 2T215ES). Trim, modern cabinet in fashion-right ebony Floratone. 21-inch Diamond-Brilliant Picture. Available with "All Channel" Tuner at slightly higher cost. (Exclusive wrought iron legs optional.)



A copy of this quick-reading, 8-page booklet is yours for the asking. It contains many facts on the benefits derived from your business paper and tips on how to read more profitably. Write for the "WHY and HOW booklet."

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I WANT TO KNOW PUBLICATIONS,





Kelvinator-W. W. Patterson, top, has been named manager of electric range and water heater sales, and John H. Mattern, bottom, manager of home freezer sales.

Ampro Corp.—Harry C. Englert has been named as division manager of the newly established sales territory in the Great Lakes region.

Republic Kitchens—Louis F. White has been named a district representative in the New England territory and Graham Riley to a like post in Michigan, Indiana and parts of Kentucky and Ohio.



Crescent Industries – Herbert A. Gumz, above, has been elected president of Crescent Industries.

Raytheon Mfg. Co.—Curtis L. Peterson has been named assistant advertising manager, and Frank Loasby, director of sales engineering and service.



Shavex Company-Robert M. Parks has been named to the post of national sales manager for the company.

Emerson Radio—Mike Goldman has been appointed regional sales manager for the southern United States.

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IDEA FILE ELECTRICAL MERCHANDISING will pay \$10.00 for acceptable photographs of dealer ideas similar to the one below.



CAN OF DIMES PLAN makes electric housewares sell for Gerke's Electric Company of Seattle, Wash. Customers may purchase any electric houseware under fifty dollars with no money down, and with only a slight 10 percent carrying charge, at the rate of ten cents a day. Purchaser above is being shown slotted can furnished to buyers by Pat Fahey, the store's housewares buyer. In most cases appliances are paid for at a more rapid rate under the C.O.D. plan than the required 10 cents a day.

NEW for '55!

The Greatest Line of Tape Recorders backed by tremendous advertising and promotion

PUSHBUTTO RECORDERS

THREEnew models

"Deluxe" Model SRT-401 . . . Lowest priced tape recorder with famous RCA features. Bi-Coustic Sound Chamber. Handsome green plaid with two-tone trim. Suggested list price \$169.95.

"Senior" Model SRT-402 . . . Medium size, medium price. Two 5" Speakers. Rich blue plaid with two-tone trim. Suggested list price \$199.95.

"Executive" Model SRT-403... The largest and finest of all RCA Push-Button Tape Recorders. Three Speakers. Suggested list price \$229.95.

NEW CONSOLE SPEAKER



Converts any portable RCA Push-Button Tape Recorder to a magnificent Console model. Finished in stunning mahogany. Suggested list price, Model SL-7 Console Speaker . . . \$69.95.



All three RCA Models play the new RCA Victor Pre-recorded Tapes!

a full line of fast-selling accessories

RCA SOUND TAPE



(1

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Repeat Seller Supplied in Individual, sturdy nd smartly styled boxes. Also supplied in special "Package



each reel. Self-sticking labels, 2" x 1/2", are available in dy envelopes



Durable plastic bag with zippered cover and ulder strap. Two sizes—one for 5" reels and

TAPE CARRY-ALL



tailored to fit neatly over the ape recorder. Protects case

TAPE RECORDER COVER





RADIO CORPORATION of AMERICA

NGINEERING PRODUCTS DIVISION

CAMDEN, N.J.

To be Awarded by The Hot 'n' Kold Shops!





This is the fabulous 8-room contemporary ranch home that is being awarded as a token of The Hot in Kold Shops, appreciation to their customers. Complete with full besement, 2-car garage, 3 large bedrooms and 2 baths ... plus a Lume-mahogany panelled den with fire-

They Gave Away a

DREAM HOUSE

Some 7,000 customers of the Hot 'n' Kold Shops, Detroit, bought chances on a \$25,000 dream house with every \$25 appliance purchase—and thus helped the chain ride out a prolonged sales slump

OT every dealer will find it profitable to give away a \$25,000 model home but the eight-store Hot 'n' Kold Shops chain in Detroit has done it—and has had so much success while doing so that the promotion may be repeated next year.

Elmo Sanders, vice-president and general manager of the retail chain, and his distributor, Radio Distributing Co. had been thinking about the promotion for two years. Sanders and his distributor salesman, George Gonzelle, decided this spring was the ideal time to use it. The year before, the chain had not shown a profit during the spring period, but with the promotion this year, the firm found sales blooming, when other dealers in town were finding sales from 20% to

Not Good for One Appliance

Although Sanders admits that the promotion isn't good for just promoting one appliance, it will work for all that are in season. For example, during the spring season, they sold over 2,000 pieces of Norge laundry and refrigerators, as well as appliances in other lines.

The house promotion is simple. Hot 'N' Kold arranged to get a new three-bedroom house so they could give it away at a drawing. To be eligible for the house, each person had to make at least a \$25 purchase at the store. There was widespread interest in the home transitive place. The

There was widespread interest in the home because it really was an attractive place. The home without landscaping cost about \$21,500. It was the last (model) home in a new suburban home section. The other homes ran from \$19,995 to \$24,500 (a four-bedroom), but Sanders was able to get his house for less than the selling price because the builder was getting good advertising over a period of six months. He had decorated the place (drapes, carpeting, shrubbery, etc.) to show the other prospects when selling the homes

so he just threw these in on the deal. Thus, the home really had a better than \$25,000 value. The interest in the home had drawn huge crowds to the home as well as the stores. On one Sunday, an executive of the distributing company said that 7,500 people saw it. Estimates for other Sundays ranged from 3,000 on down.

Although the firm made no effort to pitch to the people at the model home, they knew visitors were being exposed to the appliances. Many of these people came into the store later to make a purchase. They were interested in the house and even if they didn't need a major appliance, they at least bought a \$25 item so they could have a chance on the house.

Have 7,000 to One

Hot 'N' Kold salesmen pointed out that the prospect really had a chance to win this house. Many prospects had entered the Builders Show drawing in which there were thousands and thousands of entries and the chances of winning were about 100,000 to one. In the Hot 'N' Kold promotion, they had about a 7,000 to one chance of winning.

The promotion started in March and carried right on through the summer. It was planned to last as long as possible. No announcement was made when the house would be given, and Sanders hoped it would pull until Labor Day. They figured that they could get a lot of good out of the promotion in the end—when they could stress the time element, such as, "One more week left!"

Hot 'N' Kold is used to doing things in an important way. But the success of the house convinced them they should try to do it again next year. Spring is the perfect time to get underway because that is when people begin to get out in their cars and start looking at new homes—and get the urge to have something better, both in a home and in conveniences like appliances.

End



UNDECIDED on whether or not he should buy a freezer, this customer



IS SHOWN picture of the model home on which he will receive



ONE CHANCE for every \$25 worth of goods he purchases. Free chances close the sale!

"You Sell Them VALUE When You Sell



SYLVANIA TV"

- says HAROLD DUNN New Britain, Conn.

"Sylvania TV outperforms and outsells every other make on my floor. It's the greatest value line in television today."

SYLVANIA TV Dealer Harold Dunn knows the score. He knows that the TV buyer this year is shopping for VALUE. The customer isn't satisfied with PRICE alone. He wants QUALITY, toofirst, last and always.

That's why Sylvania TV outsells every other brand on Dealer Dunn's floor. He delivers famous Sylvania quality - at competitive prices that hold their own against all others.

You, too, can give your customers more for their money in Sylvania TV. Let your Sylvania Distributor present the big Sylvania TV profit story for 1954-55. Phone him today.

Watch them GO for this "SET OF THE YEAR"

The LOMBARD 21" (Model 576) Console with HALOLIGHT. Besides Sylvania's Super PhotoPower Chassis the Lombard features FULL RANGE, DUAL FRONT SPEAKERS and Sylvania's Hi-Phonic Sound System. This handsome model is a powerful performer in any area. Embodies all the great Sylvania features listed below. We'll back the Lombard to score heavily in your profit and sales record for the 1954-55 season.



Give Your Customers MORE for their Money

MORE Picture Clarity...MORE Cabinet Beauty

MORE Genuine Economies

Compare These Outstanding Sylvania VALUE Features!

• Exclusive HALOLIGHT

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- Super PhotoPower Chassis
- Silver Screen 85 Aluminized Picture Tube
- Automatic Picture Stabilizer
- Automatic Picture-Sound Lock
- Continuous All-Channel **UHF-VHF Tuner**
- Automatic Power Stabilizer
- Automatic Interlace
- Automatic Frequency Control
- Automatic Picture Focus
- Automatic Noise Eliminator
- Automatic Power Safety.

MORE Eye Comfort, too...

with HALOLIGHT

The Frame of Light That's Kinder to Your Eyes.

HALOLIGHT and PHOTOPOWER are Sylvania trademarks Sylvania Electric Products Inc. • RADIO • TELEVISION • LIGHTING • ELECTRONICS Radio & Television Division, 254 Rano Street, Buffalo 7, N.Y.

The Reader His Mark

THE ABC SYMBOL, which appears at the head of this page, is your brand—the reader's brand—on this magazine. It stands for Audit Bureau of Circulations. It means that this magazine will stay in business only so long as it continues to serve its readers to their satisfaction.

That Bureau—known for short as ABC—is a voluntary, nonprofit, cooperative association founded in 1914 by a group of publishers, advertisers and advertising agencies who wanted to establish and maintain higher standards of publishing practices than then prevailed. Its primary and specific purpose was to set up yard-sticks to appraise circulation values and to verify the claims of publishers as to their circulations. For the buyer of advertising space this provides an effective means to take some of the guesswork out of buying and to reconcile the conflicting claims of competing publishers. BUSINESS WEEK magazine has aptly described ABC as "the publisher's conscience—and cop."

BUT IN DOING that job, ABC performs another function of high importance to the readers of ABC member publications. It provides a constant pressure on the publishers to keep alive in their staffs a sense of primary responsibility to their readers. That is because the most simple and direct method of making a publication responsible to its readers is to place upon it a purchase price, whether by subscription or newsstand purchase. The right to purchase or to refrain from purchasing a publication gives to the reader and to no one else the power to pass effective judgment on the publisher's success in serving the reading public. Each paid publication will grow or languish, will prosper or fail, in proportion as it wins or loses the following of thousands or millions of readers. The readers, by their patronage, record their judgments as to whether the publisher and his publication are measuring up to their responsibility to them.

And that is where the ABC comes into the reader's picture. The newspaper or magazine that carries the ABC symbol on its masthead must in the first place be a paid circulation publication. Moreover, it must conform to the high standards set up by the Bureau as to terms of payment and accounting methods. And again it must open all of its books to the auditors of the Bureau on demand.

Since the information thus determined by thorough and impartial audit is periodically made public through the ABC statements and audit reports, it is constantly available to and universally used by advertisers who are considering the purchase of space in an ABC publication. These reports show the circulation trend, as verified and certified by ABC, and thus put the advertisers in a position to know whether or not the publisher is rendering satisfactory service to his readers.

Thus the publisher who submits his publication to the supervision and discipline of ABC affirms in the strongest possible manner that he recognizes his primary obligation is to his readers and that he owes his standing to a voluntary demand by those readers. It follows that the editors of ABC publications must be exceptionally alert to the desires of their readers and responsive to their needs, since any decline in circulation will soon show up in the ABC statements and audit reports.

THAT IS WHY WE describe the ABC symbol as the reader's brand. It shows that a publication must be primarily responsive to him and that he holds in his own hands its success or failure. And that ABC symbol is not only a constant reminder to him of that fact, but also an equally constant reminder to all concerned that the reader's willingness to pay for the ABC publication is the acid test of its value to him and to the advertiser.

McGraw-Hill Publishing Company, Inc.

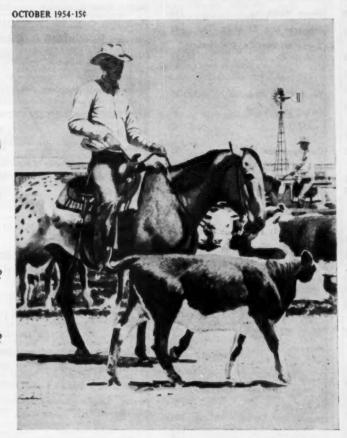
Country Gentleman

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New! Special Washington Letter to Your Area (Page 24)

What's Ahead for Corn Prices? (Page 62)

Are You a Good Wife? Husband? (Page 92)



WHY ARE WE CHANGING THIS MAGAZINE'S 101-YEAR-OLD NAME?

American farming is changing, and Country Gentleman is changing with it.

Today, top farmers are producing twice as much per man, twice as much per acre as average farmers. They live twice as well, buy twice as much.

Our editorial aim is to help more farmers become better farmers—to help more farm families

translate better farming into better farm living.

So, beginning with the January issue, the name and aim of Country Gentleman become one-Better Farming.

Better farming on more farms-more profitable sales to more prosperous farmers . . . that's what Better Farming means!

Starting in January-Country Gentleman is changing its name to

A Curtis publication Better Farming

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THIS FELLOW IS TRAINED IN YOUR BUSINESS. His main duty is to travel the country - and world penetrating the plants, laboratories and management councils . . . reporting back to you every significant innovation in technology, selling tactics, management strategy. He functions as your all-seeing, all-hearing, all-reporting business communications system.

THE MAN WE MEAN IS A COMPOSITE of the editorial staff of this magazine. For, obviously, no one individual could ever accomplish such a vast business news job. It's the result of many qualified men of diversified and specialized talents.

AND, THERE'S ANOTHER SIDE TO THIS "COMPOSITE MAN," another complete news service which complements the editorial section of this magacomprehens the editorial section of this maga-sine—the advertising pages. It's been said that in a business publication the editorial pages tell "how they do it"—"they" being all the industry's front line of innovators and improvers-and the advertising pages tell "with what." Each issue unfolds an industrial exposition be-fore you - giving a ready panorama of up-todate tools, materials, equipment.

SUCH A "MAN" IS ON YOUR PAYROLL. Be sure to "listen" regularly and carefully to the practical business information he gathers.



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ANYTHING within reason that is wanted in the field served by Electrical Merchandising can be quickly located through bringing it to the attention of thousands of men whose in-terest is assured because this is the business paper they read.

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by protected nationwide territories available, as a sideline a fully tested and accepted line unique buying and selling aids for electric appared dealers. Box 1189, 217-7 Ave. N. Y.

What is Your Problem

Do you need competent men for your staff? Men to fill executive, sales or technical posi-tions?

Or are you one of the readers of ELECTRICAL MERCHANDISING seeking employment in any of these capacities?

Or are you looking for—or offering—a busi-ness opportunity of special interest to men in the industry served by this publication?

The solution of any of these problems can logically be found first among other readers of ELECTRICAL MERCHANDISING. You can get their attention—at small cost—through an advertisement in the Searchlight Section.

Burt Sloane manufacturers' agent

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& West Coast Plants -Factory Equipment and Methods - UL Approved Parts

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VACUUM CLEANER MOTORS REBUILT

Your cest \$8.50 Uprite meter \$7.50 Rebuilt vacuum cleaners in stock DEALERS' VACUUM CLEANER CO. 140 Nostrand Ave. Brooklyn 5, N. Y.

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Get en eur mailing list. NEW OR USED CLOSEOUTS WANTED AJAX FURNITURE OUTLET. Inc. 1000 Rocksway Ave. Brooklyn 12, N. Y.



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For More Sales - More Profits

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Advice From an Expert

VER the past few months, we have done considerable speculating in these pages on the eventual impact discounting, or "offlist" selling, will have on the appliance-radio-TV industries. Our conclusions have not always been cheerful reading. But it has been our firm conviction that the mushrooming spread of discount selling was no temporary phenomenon; that it was not necessarily confined to specific types of outlets, but that revolutionary new techniques of

marketing were being evolved.

These conclusions have received considerable support in a series of four authoritative and comprehensive analyses of discount selling, called "The Off-List Revolution," written by Mr. E. B. Weiss, vice-president of the Grey Advertising Co., a recognized marketing expert, which appeared in recent issues of Advertising Age. A condensation of the first article in the series may be found in this issue. Space does not permit us to reprint the entire series, but the lead article examines the whole problem in detail and Mr. Weiss' conclusions, which make up the concluding article in the series, are summarized herewith.

N the first place, Mr. Weiss says, it is important to recognize that the revolution is permanent; that discounting has gone entirely too far to be eliminated. Far from declining in importance, he believes that discounting will grow, that it will become a new and perhaps even dominant form of retailing to the point where it will be accepted as "normal." While no one technique will take over all retail merchandising, the author points out, discount selling is the rising retail star in many merchandise categories, because what a large segment of the public will support is bound to find business men catering to. In fact, discounting will take even more forms, will include new types of outlets, spread into more and more merchandise classifications, lead to more private brands and, in general, establish entirely new techniques of retailing.

All of which means that manufacturers, distributors and dealers will be forced to searching re-examinations of their present distribution pol-icies if they are to survive the impact of the revolution.

Manufacturers, Mr. Weiss says, must first evaluate the extent of the revolution on their industry and their own company. They must then decide whether they can (1) work with their present distribution, support Fair Trade policies and stand up to discount operations, or (2) include discount operations while hanging on to traditional forms of distribution. Specifically, if manufacturers intend to recognize discount operations as new forms of retail distribution, they will be forced to take two fundamental steps, in the opinion of the author. First, they will have to set up national service organizations, because servicing and discounting are incompatible. Second, they will have to pre-package merchandise for sale to "shoppers". Further, they will have to change their distribution structures, change their pricing and retail margin schedules downward and increase pre-selling, or advertising, of their brands.

If manufacturers, on the other hand, intend to stick to their present methods of distribution and give the discounters a run for their money, they should (1) stop paying lip-service to the concept of Fair Trade and make it a definite part of their merchandising program, (2) tighten up distribution to eliminate weak elements, (3) re-study mark-up and price structures, because "deterioration in retail sales and service standards, plus changed consumer shopping habits, have out-moded historic mark-up practices", (4) eliminate needless duplication of effort between manufacturer, distributor and dealer in transporting and stocking merchandise on way to consumer, (5) check new model programs that tend to throw old models into discounters' hands and (6) check any selling programs that tend to "load" distributors or dealers.

MR. Weiss has some sharp words for dealers, too. He says they will survive, but that the average dealer must rebuild his organization to render a high degree of selling and service if he is to justify full list prices and present mark-ups. He should clean up his own "off-list" practice of operating a two-price system for his family, friends and employees. He should devise new techniques for compensating sales personnel to increase their incentive to sell. He should go back to vigorous outside selling and he should change his store hours to fit his customers' convenience, rather than his own. Most important, he should examine his own flexibility in meeting discount competition, because it was the very lacks of the legitimate dealer that caused the marketing vacuum that discounting opportunists promptly filled. We have got to bear in mind, Mr. Weiss con-

cludes, that the public have been given a liberal education in discount buying; that the younger generation of consumers, especially, consider selling and service unnecessary and will tend to increase their "off-list" purchases from off-list

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Quickest way to sell the 4 out of 10 who buy wringer washers

bread and butter line! With all the talk about automatics, it's easy to lose sight of an important fact: 4 out of 10 women prefer wringer washers right today. Prefer them because they cost less to buy and use, or because they handle bigger loads, or because they wash cleaner. If you do lose sight of this fact, you're losing money as well. So be sure your wringer washers get their fair share of display attention and sales effort. Let customers know you handle a full line of wringer washers. After that, the quickest way to turn their interest into a sale is by demonstrating the exclusive features of Lovell wringers.



2 Show how a light, instinctive pull on the clothes will release the roll pressure instantly on Lovell's new "62" Instinctive wringer or stop the rolls on the Lovell "77" Instinctive. Let your customer see for herself how Lovell wringers keep her safe automatically. On standard Lovell models, a feather touch on the release bar is all it takes to release the rolls.





3 Run a thick, folded towel through one end of the wringer, and, at the same time, a thin hand-kerchief through the other end. Show how the rolls grip the handkerchief—proof of Lovell's balanced pressure and the thorough pressure cleansing action that squeezes out dirt normally remaining in the clothes. And be sure to point out Lovell's adjustable pressure for different fabrics.



4 There's no groping for a lock lever with Lovell Instinctive wringers. Show how a quick push or pull swings the Lovell to the next operating position. And, as you're writing up the sale, remind your customer that she can get her wash done quickest with a wringer washer and automatic dryer. Lovell Mfg. Company, Erie, Pa. Also makers of Lovell gas and electric drying systems.



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Here's news! And here's easy selling, with features every woman can understand! Four great "firsts." Every one a Kelvinator exclusive. Every one a demonstration feature. Every one a selling feature. Plus—all the exclusive features that have made the Kelvinator unmatched for washability—"Shampoo Washing", "X-Centric Agitation", "Overflow Rinsing"! Here's the most powerful washer sales story ever offered!

Only Kelvinator brings it to you. See the new Kelvinator! Order it! Display it! Demonstrate it! See how easily you sell it!

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